Lead Scoring Project Summary

Final Features list:

- ✓ Lead Source_ Olark Chat
- ✓ Specialization_ Others
- ✓ Lead Origin_ Lead Add Form
- ✓ Lead Source_ Welingak Website
- ✓ Total Time Spent on Website
- ✓ Lead Origin_ Landing Page Submission
- ✓ What is your current occupation
- ✓ Working Professionals
- ✓ Do Not Email

Train Data:

- ✓ Accuracy : 80%
- ✓ Sensitivity : 77%
- ✓ Specificity : 80%

Test Data:

- ✓ Accuracy : 80%
- ✓ Sensitivity : 77%
- ✓ Specificity : 80%

Conclusion:

We see that the conversion rate is 30-35% (close to average) for API and Landing page submission. But very low for Lead Add form and Lead import. Therefore we can intervene that we need to focus more on the leads originated from API and Landing page submission.

- ✓ We see max number of leads are generated by google / direct traffic. Max conversion ratio is by reference and Welingak website.
- ✓ Leads who spent more time on website, more likely to convert.
- ✓ Most common last activity is email opened. highest rate = SMS Sent. Max are unemployed. Max conversion with working professional.