

Lead Scoring Case Study

Observations and Recommendations

Data Quality

- Needed to drop about 27 of the 37 columns due to missing data
- Needed to drop only a few hundred rows due to missing data
- Used Standard scaler to do feature scaling on some of the numeric variables

Model Details

- Used Standard scaler to do feature scaling on some of the numeric variables
- Created dummy variables for categorical variables, in total about 60 features went into the final model creation
- Used Recursive Feature Elimination to arrive at the set of 20 features to be considered
- Final model ended up with 16 features

Recommendations for X Education Sales Team

- The team should go after leads who come through the Welingak website.
- The team should go after leads who were referenced by other customers.
- Leads with whom a phone conversation was done have a good chance of conversion.
- Go after leads that have spent the most time on the website.

Recommendations for X Education Sales Team

- The team should not consider following up with leads who had Olark chat conversation.
- The team should not follow up leads that have asked not to email.
- The team should not follow up leads whose emails have bounced.