

# Lead Scoring



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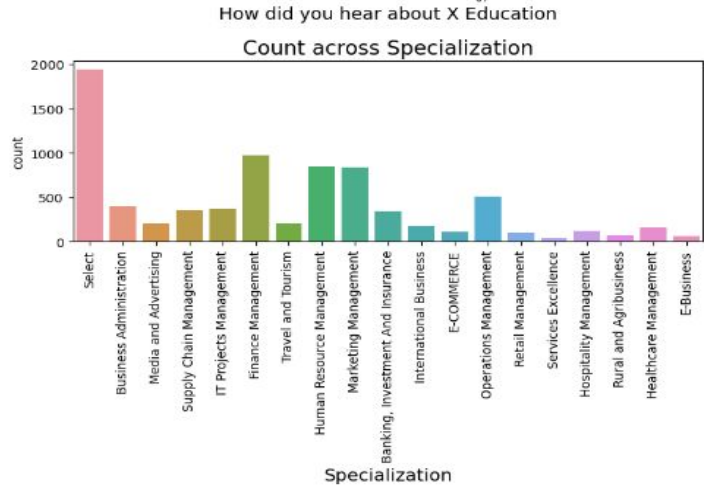
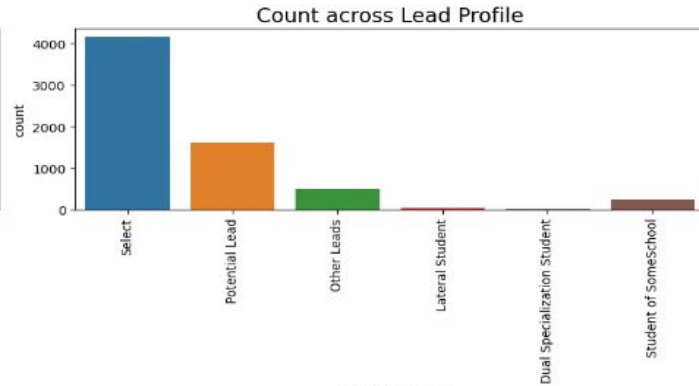
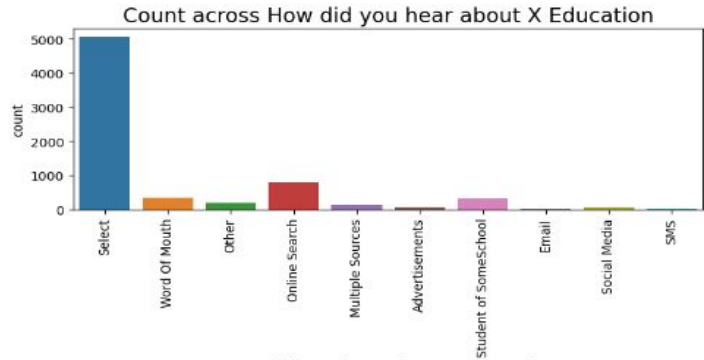
# Problem Statement

1. An education company named X Education sells online courses to industry professionals. On any given day, many professionals who are interested in the courses land on their website and browse for courses.
2. The company markets its courses on several websites and search engines like Google. Once these people land on the website, they might browse the courses or fill up a form for the course or watch some videos.
3. The company wishes to identify the most potential leads, also known as 'Hot Leads'.
4. Help the company select the most promising leads, i.e. the leads that are most likely to convert into paying customers.

# Approach

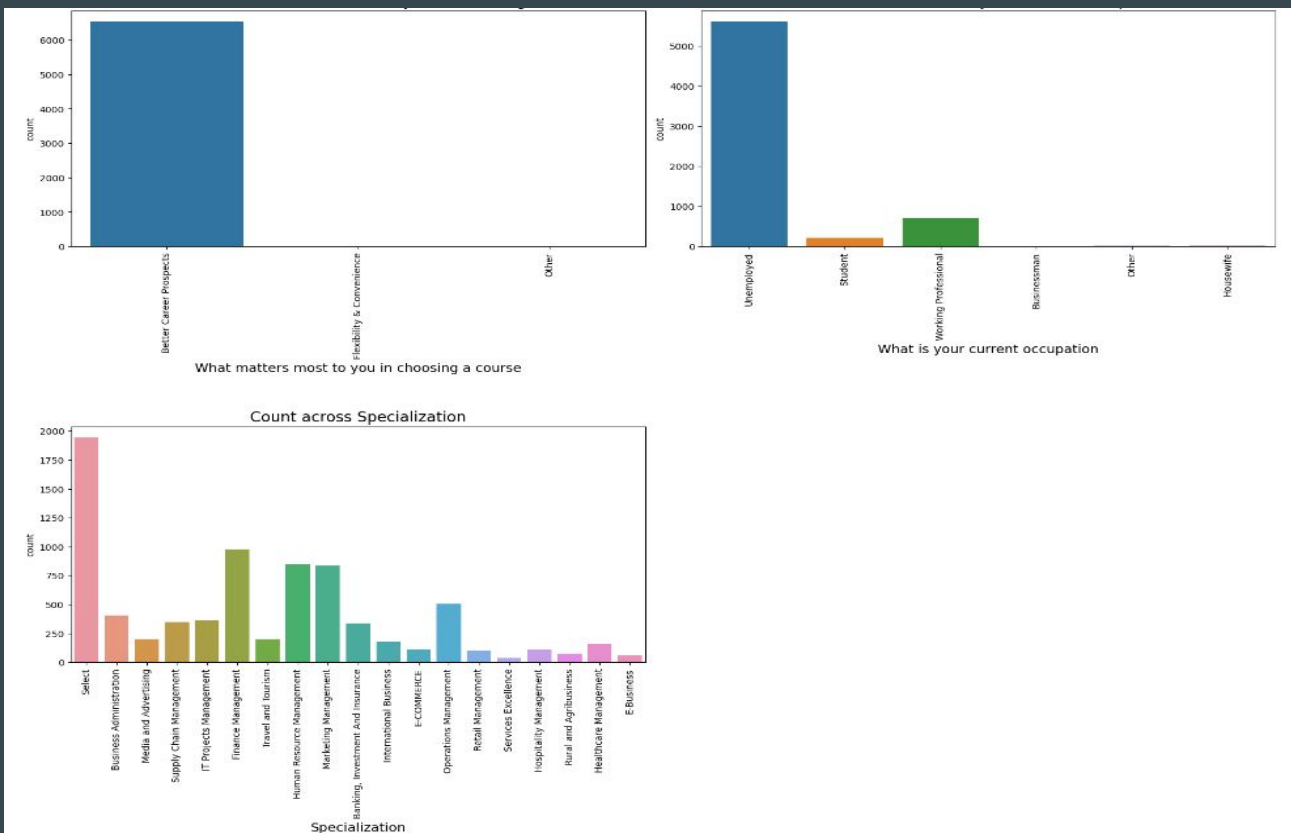
1. Data Cleaning and Preparation
2. EDA
3. Model Building
4. Model Evaluation
5. Testing the model on test data

# EDA - Data Preparation

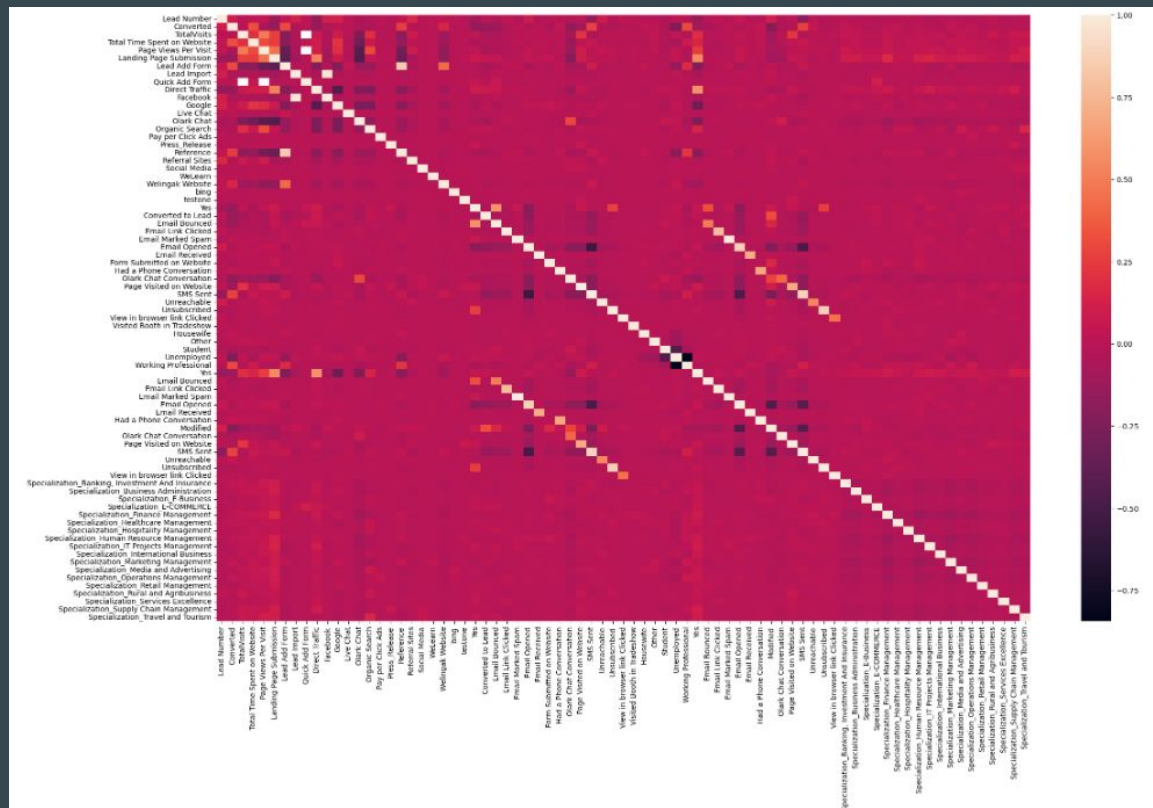


Lead Profile

# Feature Visualization

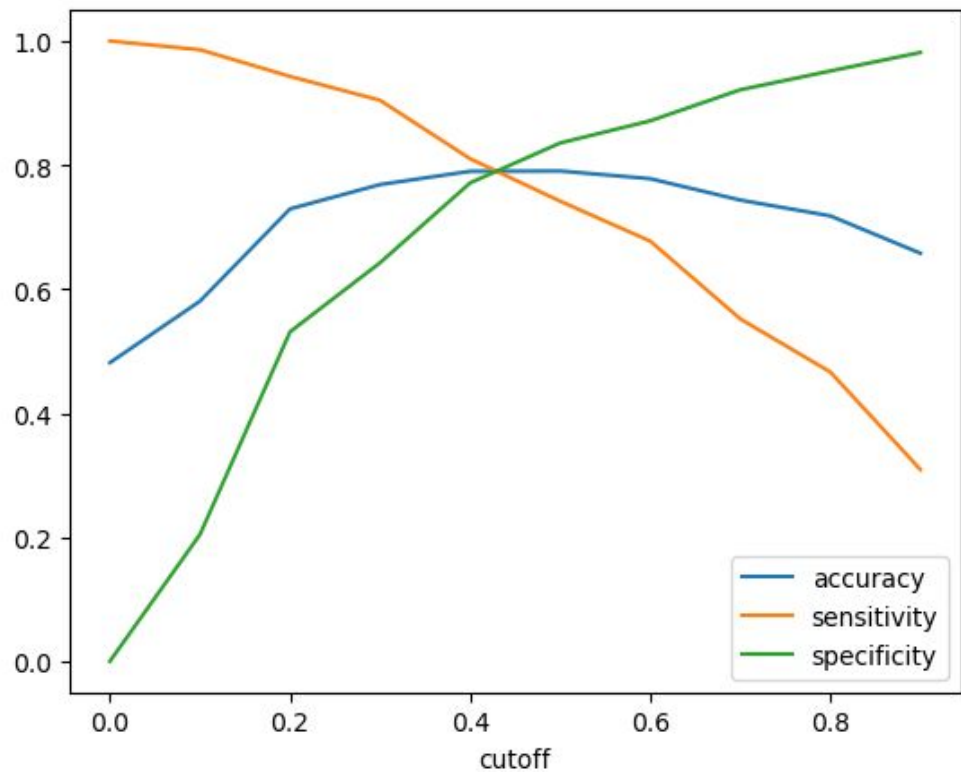
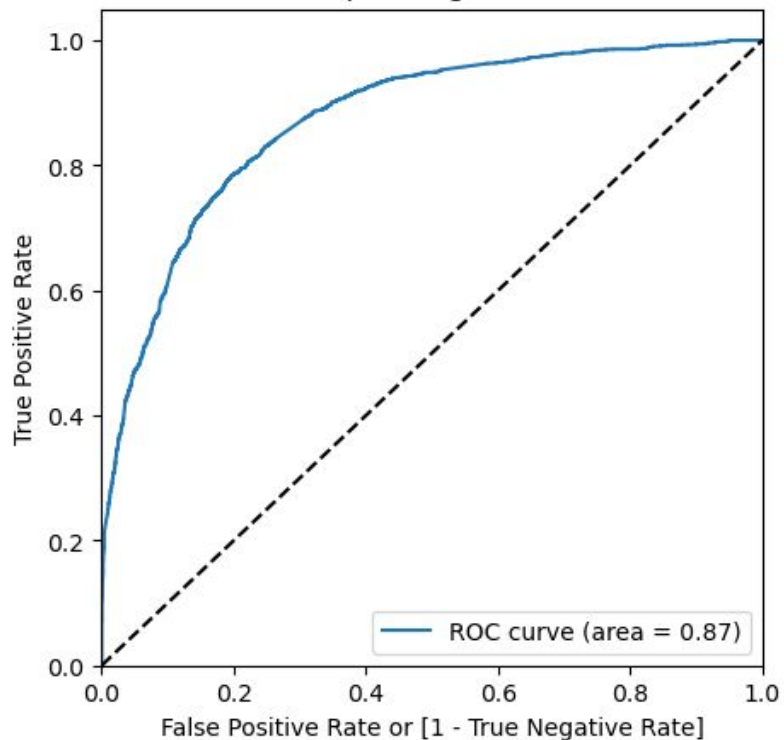


# Correlations



# Model Evaluation

Receiver Operating Characteristic





# Summary

- Initial stage contains numerous leads, but conversion rate to paying customers remains low.
- Substantial portion of leads originates from India, with a majority from Mumbai.
- Certain columns indicate 'Select' level for unchosen options, addressed by enforcing mandatory selections (e.g., Customer Occupation, Specialization).
- Leads with high total visits and platform engagement time have higher conversion likelihood.
- Main reason for lead enrollment is better career prospects, particularly focusing on Finance Management specialization.
- Specializations in HR, Finance, and Marketing Management exhibit higher probability of conversion.
- Strengthening customer engagement through emails and calls enhances lead conversion, especially for those engaging with emails.
- SMS outreach implementation holds potential for positive outcomes.
- Unemployed status is common among leads, requiring increased attention to potentially boost conversion rates.

**THANK YOU**