Lead Score Case Study Presentation

Problem Statement

- To increase the conversion rate of X Education company that sells online courses to industry professionals through various marketing channels from existing 30 percent.

Business Objective

- To increase the conversion percentage of sales thereby increasing the sales revenue.
- To reduce unnecessary calls & time to non target audience , thereby increasing productivity and reducing operational cost.

Analysis Approach

- Data cleaning and data manipulation.

1. Check and handle duplicate data.

2. Check and handle NA values and missing values.

3. Drop columns, if it contains large amount of missing values and not useful for the analysis.

4. Imputation of the values, if necessary.

5. Check and handle outliers in data.

- EDA

1. Univariate data analysis: value count, distribution of variable etc.

2. Bivariate data analysis: correlation coefficients and pattern between the variables etc.

- Feature Scaling & Dummy Variables and encoding of the data.

- Classification technique: logistic regression used for the model making and prediction. Validation of the model.

- Model presentation.

- Conclusions and recommendations.

Variables Compared with Converted Values
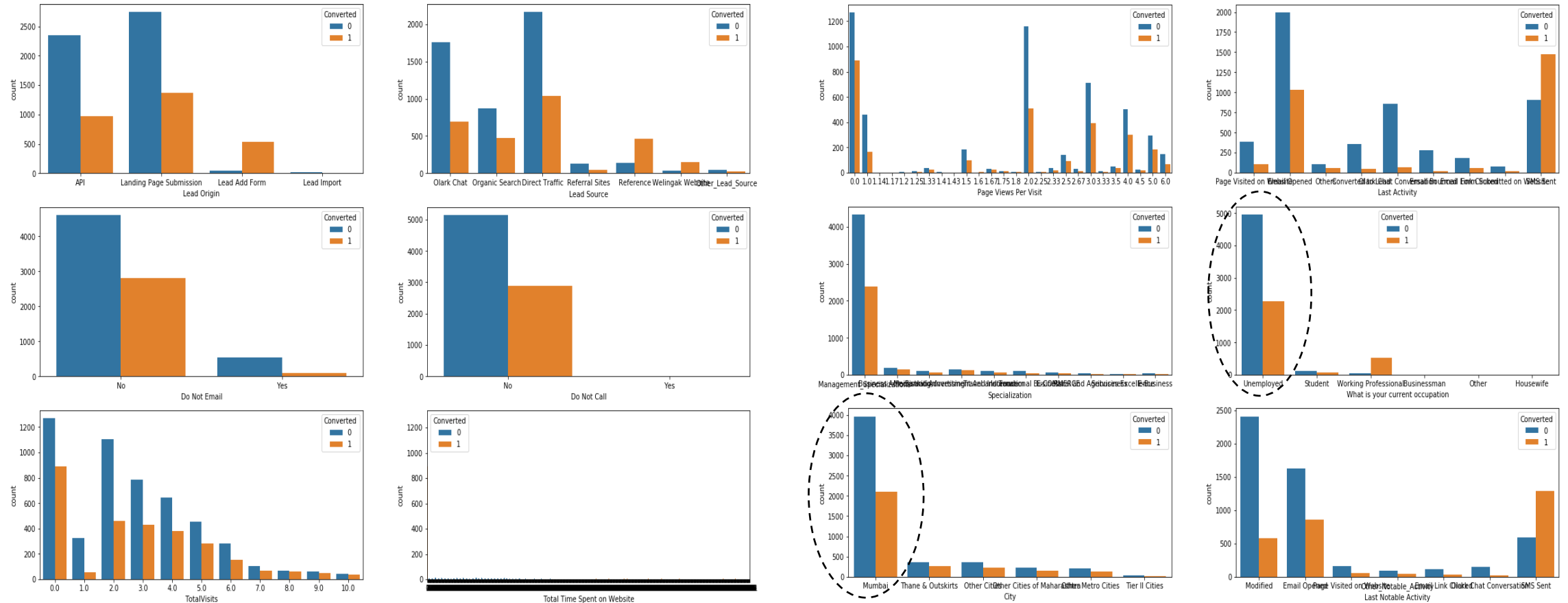
- Unemployed have a more conversion value instead of Students - ~2200
- Also from Mumbai we have a good conversion - ~2000

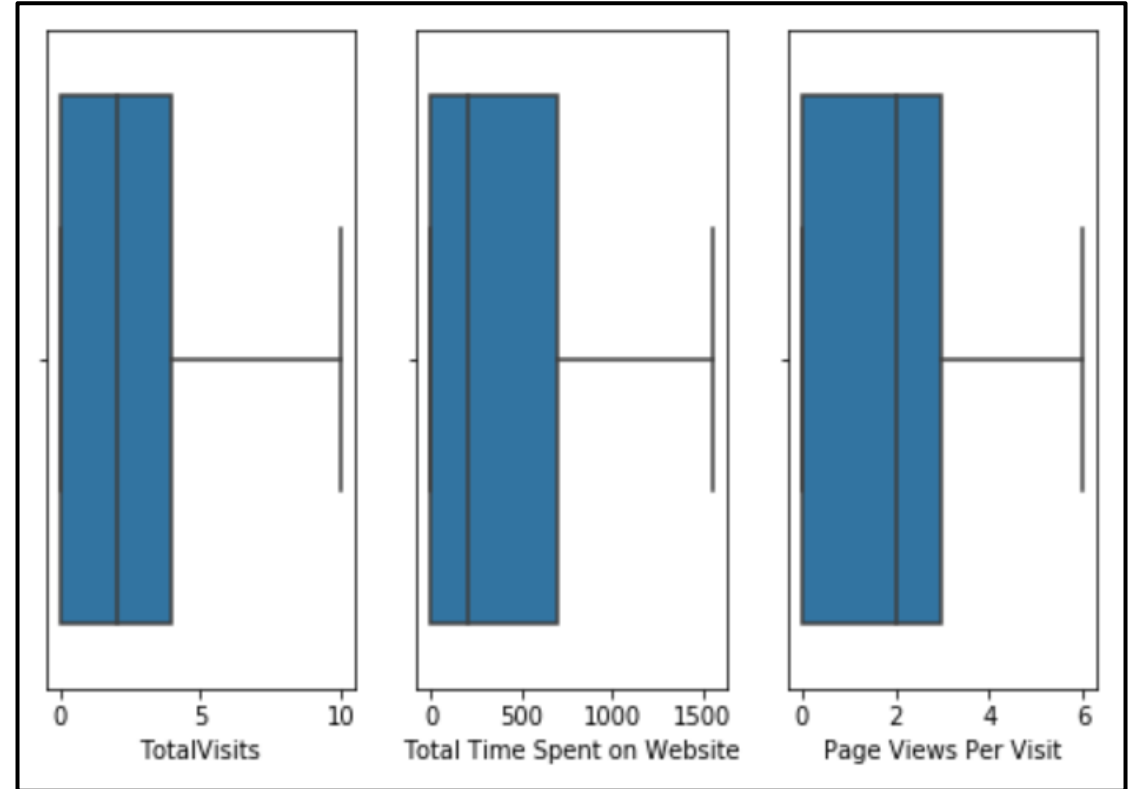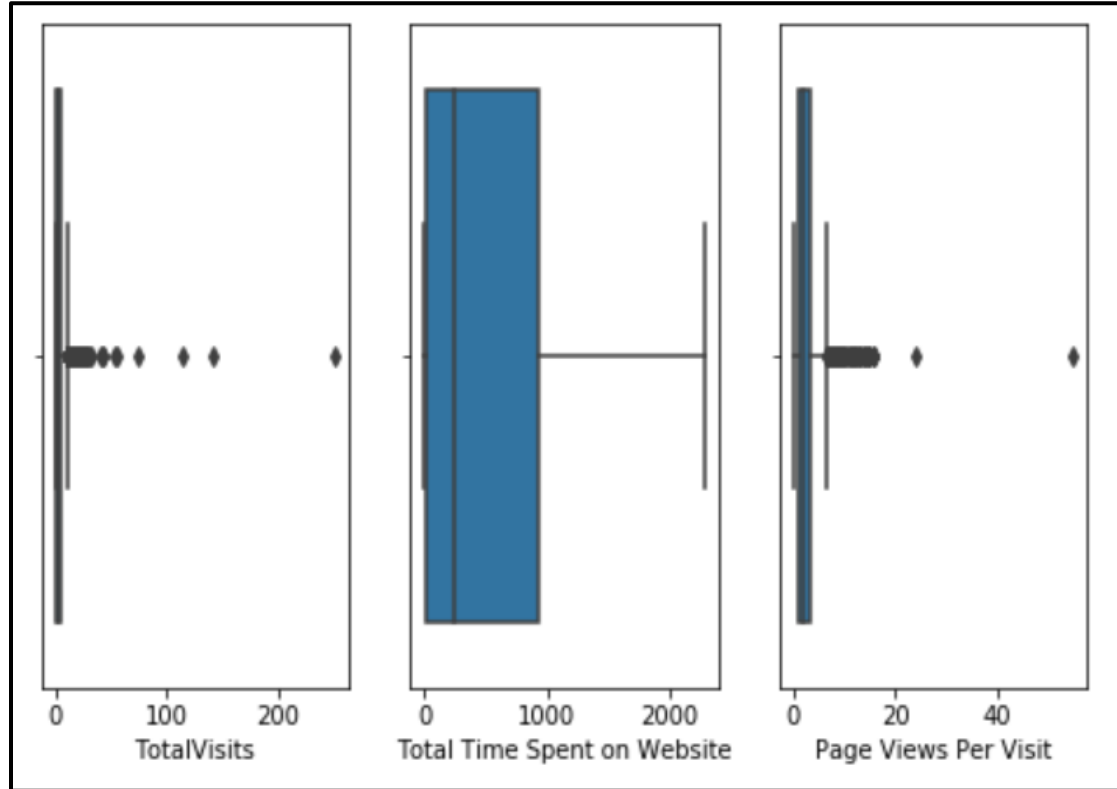# High & Low Correlation Variables
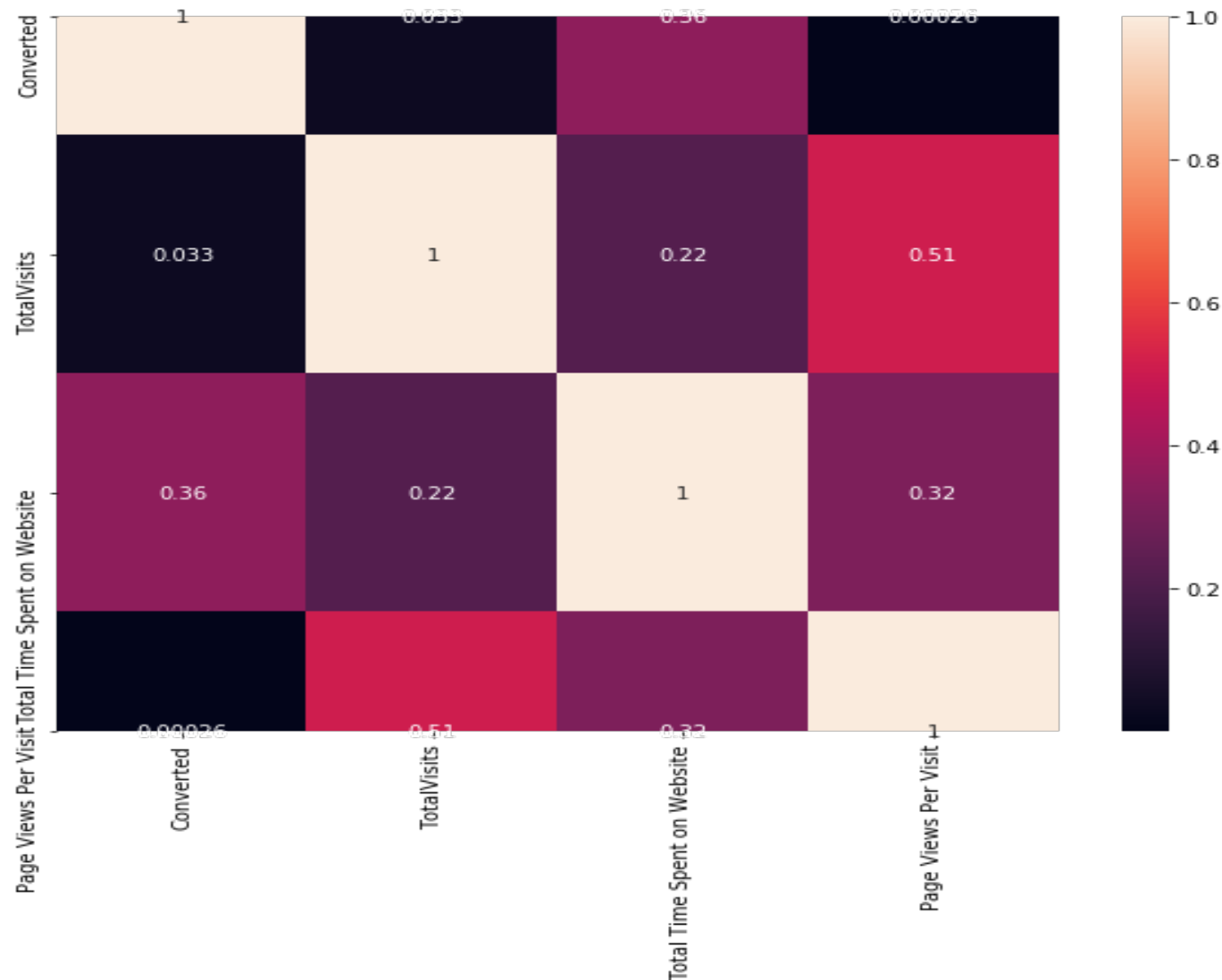
Highlights

- "Page Views Per Visit" is high correlations with "TotalVisits" – 0.51

- "Converted" is high correlations with "Total Time Spent on Website" – 0.36
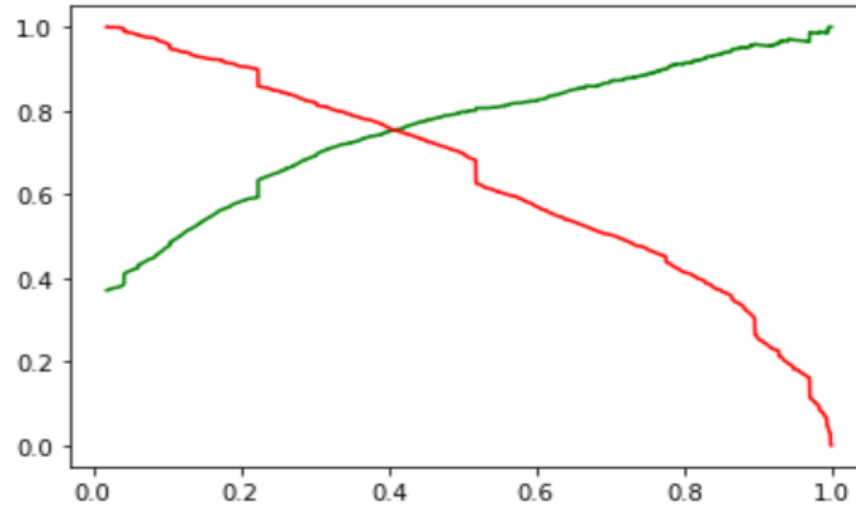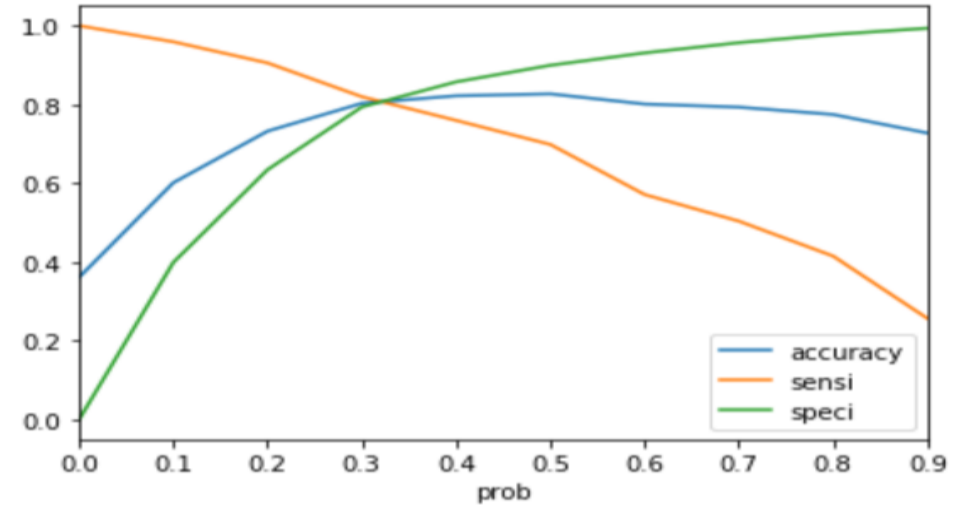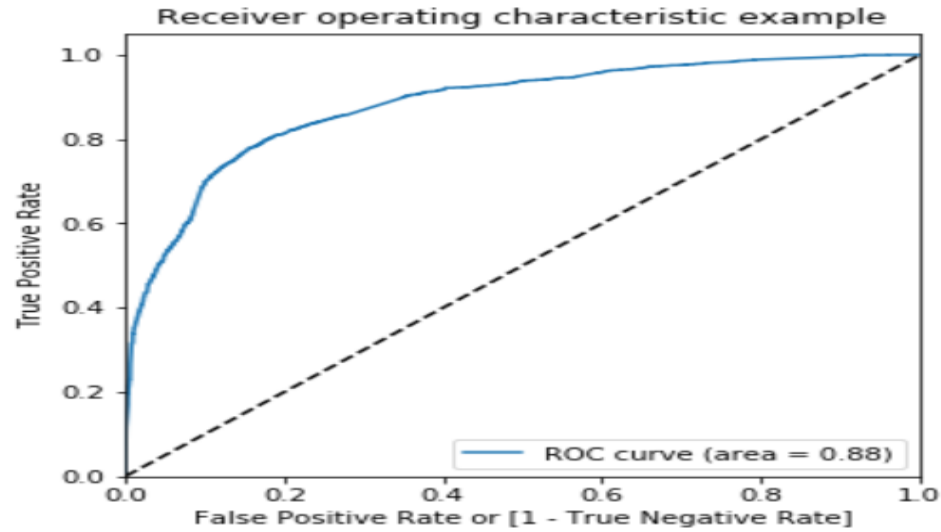
Lowlights

- "Converted" is low correlations with "Page Views Per Visit" – 0.00026

- "Converted" is low correlations with "TotalVisits" – 0.033

Outlier Treatment

- TotalVisits and Page Views Per Visit have more Outliers and they are treated by capping.

ROC Curve, Precision and Recall Curves

Highlights

80.29 | **Overall Accuracy**

81.96 | **Sensitivity Score**

79.35 | **Specificity Score**

20.64 | **False Positive Rate**

69.17 | **Positive Predicted Value**

88.61 | **Negative Predicted Value**

69.17 | **Precision Score**

81.96 | **Recall Score**

Conclusions & Recommendations

It was observed that the variables that can improve the conversion rate   are in top down priority are as follows:

Lead Origin
- Lead_ Add Form

What is your current occupation
- Working Professional

Last Activity
- SMS Sent

Total time spent on website

Last Activity
- Others

Lead Source
- Olark Chart

Last Notable Activity
- Other_Notable Activity

X- Education company can improve their conversion rate by channelizing their focus on the above parameters.