

Summary:

In this case study my teammates and i have worked on the problems of X-Education company who wishes to increase their chance of selling the courses in an efficient way by understanding the potential customers who can be contacted by their team,so for this we have built an efficient model which filters and separates the high potential and low potential customers,the high potential customers also known as hot leads are the once who should be contacted by the X-Education company first and the low potential leads can be given second preference saving the time and effort by X-Education company in making sales.

X-Education company also highers interns for 2 months and also wishes to make maximum calling during this period there is lot of people on the team hence the interns can be given low potential leads as part of their initial training until they understand the pitching and how to make sales usually the time frame would be a week and after which they can focus on hot leads and maximise profits for the company.In our model we have made use of:

1. Techniques like RFE to be precise “logestic regression”.
- 2.we have built logistic regression model with good sensitivity p-value less than 0.05.

3.We have made use of ROC curve to find the optimal probability cut-off.

4.we have performed various tests and generated the score variable.

With the help of our model we could rate the potential of the leads of X-Education company and suggest that X-Education company should focus on the leads with higher number of total visits to the website because,they have shown higher chance of conversion and also total time spent on the website are also very high potential leads, hence with the help of our model the X-Education company can focus on hot leads which would result in giving higher sales with lower amount of effort by the sales team.