LEAD SCORE MODEL

Developed By:

Harish Venugopal, Besanti Jena and Ronit Bhoir

PROBLEM STATEMENT

- An education company, X Education sells online courses to industry professionals. The company markets its courses on various websites and search engines such as Google. And they receive leads from past referrals also.
- Once these leads are acquired, employees from the sales team start making calls, writing emails, etc.
- Once people land on the website, they might browse the courses or fill up a form for the course or watch some videos. When these people fill up a form providing their email address or phone number, they are classified to be a lead.
- Once these leads are acquired, employees from the sales team start making calls, writing emails, etc.
- The typical conversion rate for the company is around 30%.

BUSINESS GOAL

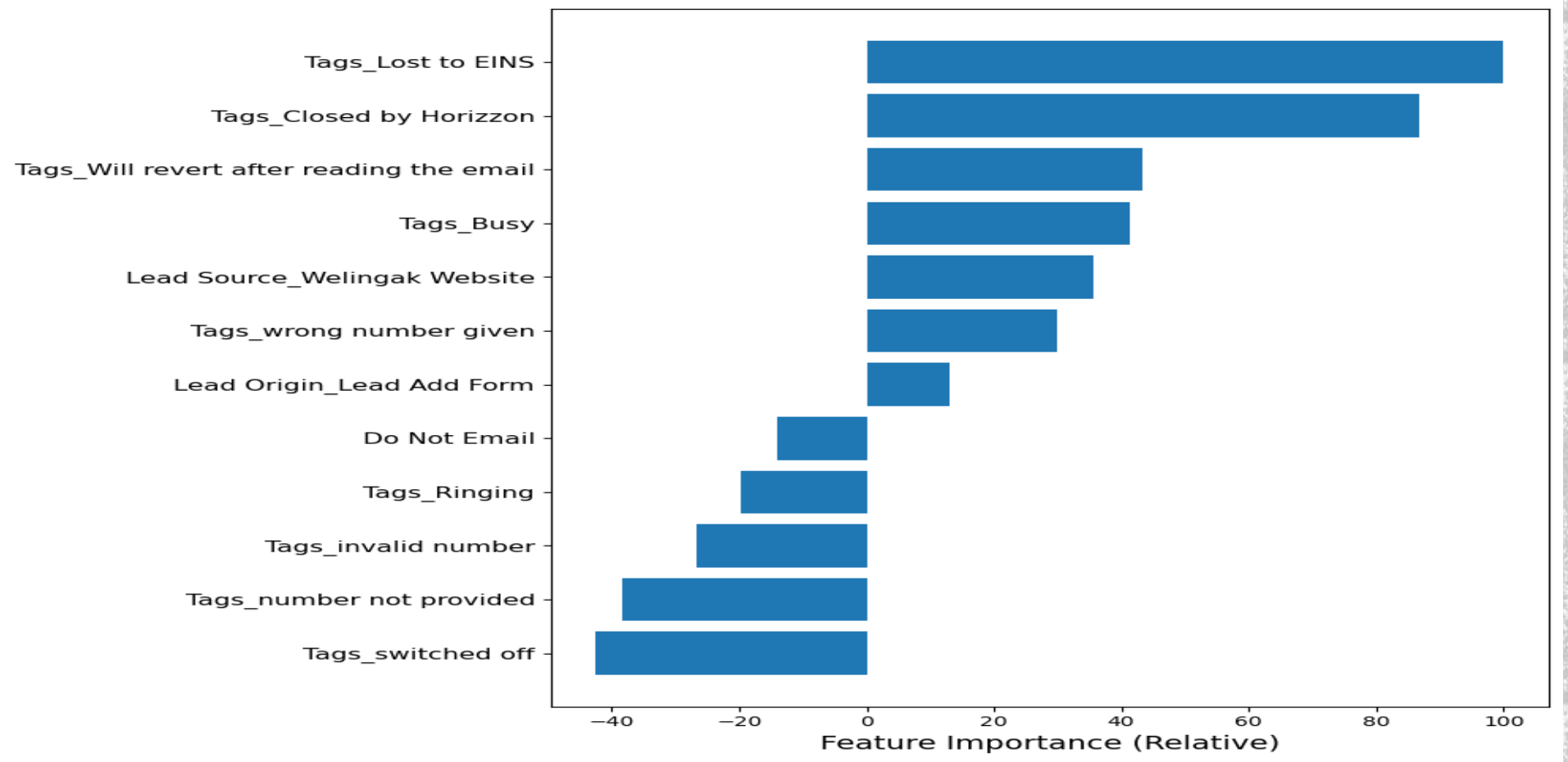
- X Education wishes to identify the most promising leads, also known as “Hot Leads”, i.e. the leads that are most likely to convert into paying customers
- The company needs a model to find ways to achieve a higher conversion chance from the Hot Leads, with the ability to assign a lead score to each lead.
- A higher lead score should be assigned to customers with higher conversion chance and a lower lead score should be assigned to customer with lower conversion chance.
- The CEO, in particular, has given a ballpark of the target lead conversion rate to be around 80%.

HOW WE WILL APPROACH THE SOLUTION

- Inspecting and cleaning the Data
- Exploratory Data Analysis
- Dummy Variable Creation
- Feature Scaling
- Model Building using Logistic Regression
- Evaluating the Model
- Driving a conclusion

Photo Courtesy : Dimensionless Technologies

VISUAL SUMMARY OF THE FEATURES



CONCLUSION

- The model has the below metrics

Metrics Name	Value (in %age)	What it means
Accuracy	91.95	Rate at which the model can predict the correct leads
Sensitivity	85.73	The positive conversion prediction rate
Precision	93.13	The %age of "Hot Leads" in the model

- The model will be able to adjust to the requirements of the company in future.