

Lead Scoring Case Study Summary

Problem Statement:

An education company named X Education sells online courses to industry professionals. 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. 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. Through this process, some of the leads get converted while most do not. The typical lead conversion rate at X education is around 30%.

To make this process more efficient, the company wishes to identify the most potential leads, also known as 'Hot Leads'. If they successfully identify this set of leads, the lead conversion rate should go up as the sales team will now be focusing more on communicating with the potential leads rather than making calls to everyone.

The company requires a model to be built wherein lead score has been assigned to each of the leads such that the customers with a higher lead score have a higher conversion chance and the customers with a lower lead score have a lower conversion chance. The CEO, in particular, has given a ballpark of the target lead conversion rate to be around 80%.

Solution Summary:

Step1: Reading and Understanding Data:

- Read and inspected the data.

Step2: Data Cleaning:

- First step to clean the dataset we chose was to drop the variables having unique values.
- Then, there were few columns with value 'Select' which means the leads did not choose any given option. We changed those values to Null values.
- We dropped the columns having NULL values greater than 30%.
- Next, we removed the imbalanced and redundant variables. This step also included imputing the missing values as and where required with median values in case of numerical variables and creation of new classification variables in case of categorical variables. The outliers were identified and removed. Also, in one column was having identical label in different cases (first letter small and capital respectively). We fixed this issue by converting the label with first letter in small case to upper case.

Step3: Data Transformation: Changed the binary variables into '0' and '1'

Step4: Dummy Variables Creation:

- We created dummy variables for the categorical variables.
- Removed all the repeated and redundant variables

Step5: Test Train Split:

- The next step was to divide the data set into test and train sections with a proportion of 70-30% values.

Step6: Feature Rescaling:

- We used the standard Scaling to scale the original numerical variables.

Step7: Model Building:

- Using the Recursive Feature Elimination, we went ahead and selected the 18 top important features.
- Using the statistics generated, we recursively tried looking at the P-values in order to select the most significant values that should be present and dropped the insignificant values.
- Finally, we arrived at the 13 most significant variables. The VIF's for these variables were also found to be good.
- For our final model we checked the optimal probability cut off by finding points and checking the accuracy, sensitivity and specificity.
- We then plot the ROC curve for the features and the curve came out be pretty decent with an area coverage of 88% which further solidified the of the model.
- Then, checked if 80% cases are correctly predicted based on the converted column.
- We checked the precision and recall with accuracy, sensitivity and specificity for our final model on train set.
- Next, Based on the Precision and Recall trade-off, we got a cut off value of approximately 0.35. i. Then we implemented the learnings to the test model and calculated the conversion prbability based on the Sensitivity and Specificity metrics and found out the accuracy value to be 80.66%; Sensitivity= 79.32%; Specificity= 81.44%.

Step 8: Conclusion:

- The lead score calculated in the test set of data shows the conversion rate of 83% on the final predicted model which clearly meets the expectation of CEO has given a ballpark of the target lead conversion rate to be around 80%.
- Good value of sensitivity of our model will help to select the most promising leads.
- Features which contribute more towards the probability of a lead getting converted are:
 - ✓ Lead Source_Welingak Website
 - ✓ Lead Source_Reference
 - ✓ What is your current occupation_Working Professional