Leading Score

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Introduction

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.

Problem statement

X Education aims to boost lead conversion for online courses. Seeking an 80% conversion rate, they require a model to assign lead scores reflecting conversion potential. By prioritizing high-scored leads, sales efforts can be optimized, enhancing overall efficiency and success in the sales process.
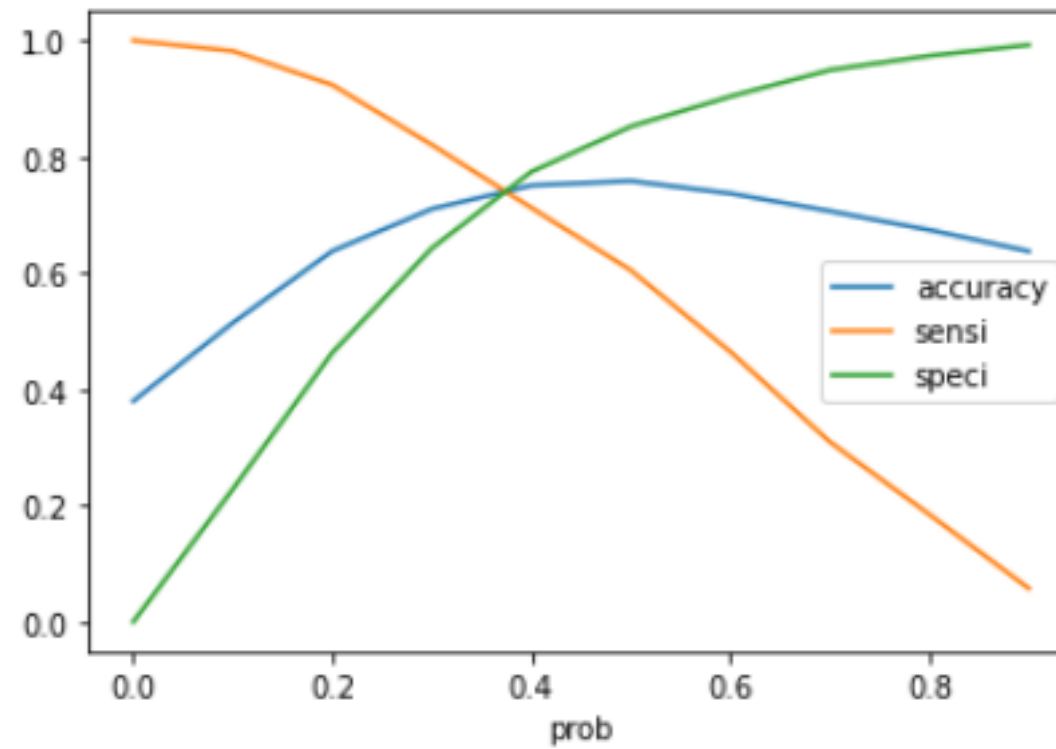
Analysis approach

The analysis involves importing and inspecting lead data, preparing it through variable conversion and dummy features, addressing outliers and missing values, and splitting into training/test sets. Feature scaling, correlation analysis, and model building follow. Recursive Feature Elimination enhances feature selection, while an ROC curve aids in performance assessment. Optimal cutoff selection balances prediction trade-offs. Finally, the trained model predicts lead conversion probabilities, guiding prioritization strategies for potential conversions.

Results in business terms

In the proactive conversion phase, focus on direct calls to potential leads marked by the model, prioritizing those averse to emails, and capitalizing on heightened website engagement indicators such as "Total Time Spent on Website" and "Page Views Per Visit" to augment conversion potential. Conversely, during the target-fulfilled phase, adopt a selective calling approach by reaching out to leads demonstrating strong conversion potential through recent and interactive activities like "Last Notable Activity," "Last Activity," and "Asymmetrique Activity Index," ensuring resource efficiency while maintaining engagement with promising prospects.

Cutoff point

Precision and recall tradeoff