

Lead Scoring Case Study



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Introduction



- To predict whether the candidate will enroll for the program or not.
- Also to provide the top variables which impacted the conversion rate
- Logistic Regression model was used

EDA



- The lead conversion rate is 38%.
- most of the leads were from Mumbai
- API and Landing Page Submission have 30-35% conversion rate but count of lead originated from them are considerable.
- Lead Add Form has more than 90% conversion rate but count of lead are not very high.
- Conversion Rate of reference leads and leads through welingak website is high

EDA



- Leads spending more time on the website are more likely to be converted
- Conversion rate for leads with last activity as SMS Sent is almost 60%.
- Working Professionals going for the course have high chances of joining it.

Model Output



- **Train Data:**

Accuracy : 81 %

Sensitivity : 83 %

Specificity : 80 %

- **Test Data:**

Accuracy : 80%

Sensitivity : 81%

Specificity : 80 %

Recommendations



- lead sources from 'Welingak Websites' and 'Reference' are more likely to get converted.
- "working professionals" as they are more likely to get converted.
- leads who spent "more time on the websites" as these are more likely to get converted.
- leads coming from the lead sources "Olark Chat" are more likely to get converted.