

Lead Scoring Case Study

Final Metrics

1. Test Model Metrics

Accuracy: 0.7813852813852814, Sensitivity 0.7123287671232876, specificity 0.8264758497316637

2. Train Model Metrics

Accuracy: 0.7801484230055659, Sensitivity 0.7120843471208435, specificity 0.8220889555222389

Important features in the model

- Lead Source_Welingak Website 4.716080
- Lead Source_Reference 3.005189
- Last Activity_SMS Sent 2.628775
- Last Activity_Email Opened 1.566853
- Last Activity_Other 1.543238
- Last Activity_Email Link Clicked 1.054176
- Total Time Spent on Website 0.983178
- Last Activity_Page Visited on Website 0.877358
- Specialization_Healthcare Management 0.272626
- Last Activity_Olark Chat Conversation 0.185733
- Lead Source_Google 0.034802
- Specialization_International Business -0.465212
- Specialization_Finance Management -0.531942
- Lead Origin_Landing Page Submission -0.942761
- Lead Origin_Lead Import -0.978240

Conclusion

- The company should make calls to the leads coming from the lead sources "Welingak Websites" and "Reference" as these are more likely to get converted.
- The company should make calls to the leads whose last activity was SMS Sent or Email Opened as they are more likely to get converted.
- The company should make calls to the leads who spent "more time on the websites" as these are more likely to get converted.
- The company should make calls to the leads who clicked the email link as they are not likely to get converted.
- The company should not make calls to the leads whose Specialization was "International Business" or "Finance Management" as they are not likely to get converted.
- The company should not make calls to the leads whose lead origin is "Landing Page Submission" as they are not likely to get converted.