

# **X Education - Lead Scoring Case Study**

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Increasing lead conversion rate for X education

By:

- Pradyumna
- Kushal
- Kartikey

# **Background**

## **X Education Company**

X Education , An education company named sells online courses to industry professionals

Many interested professionals land on their website

The company markets its courses on several websites 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%

# Problem Statement

## X Education Company's Problem

X Education gets a lot of leads but its lead conversion rate is very poor

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. We will help them to select the most promising leads, i.e. the leads that are most likely to convert into paying customers.

We are required to build a model wherein we need to assign a lead score to each of the leads such that the customers with higher lead score have a higher conversion chance

The CEO, in particular, has given a ballpark of the target lead conversion rate to be 80%.

## Solution [Selection of Hot Leads]

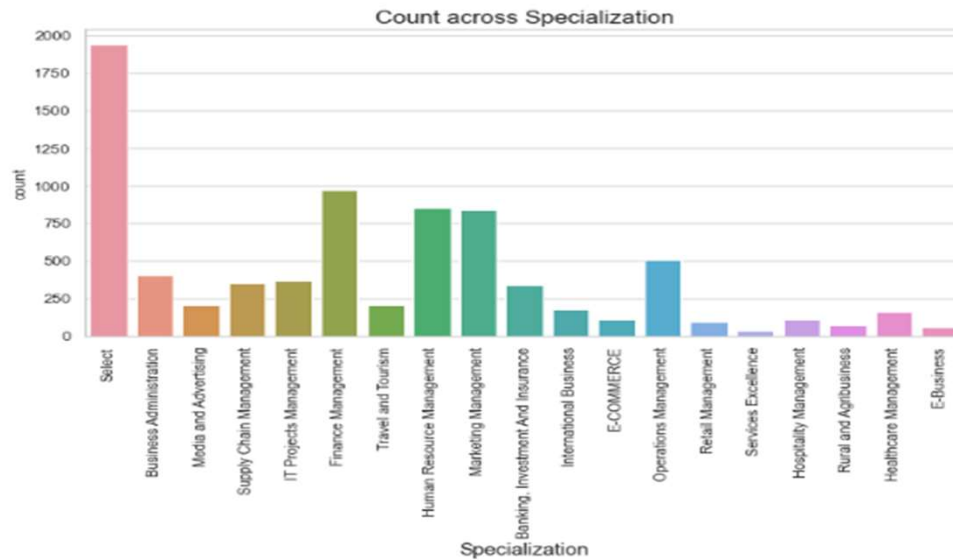
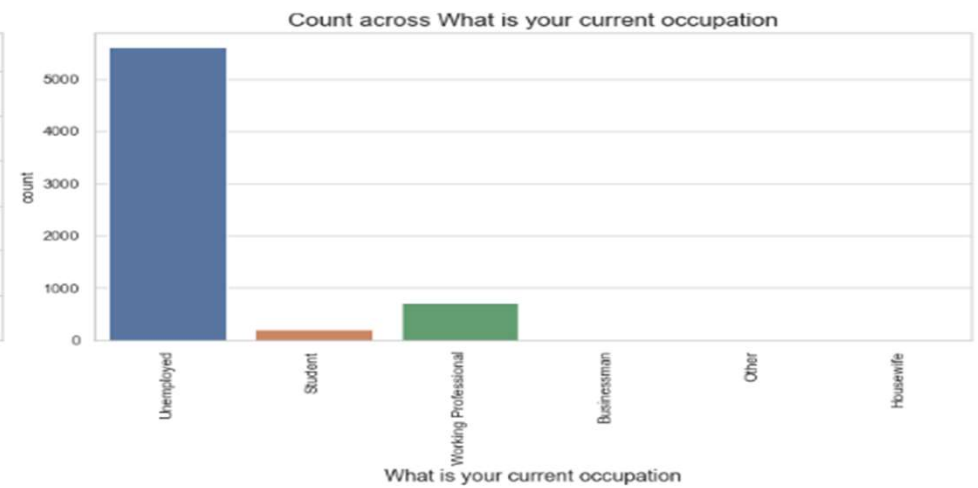
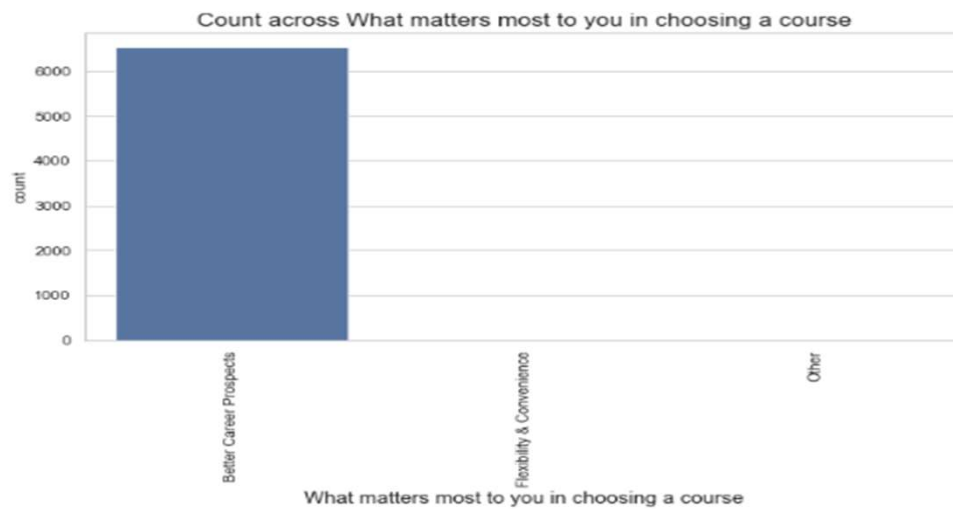
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- For our Problem Solution, the crucial part is to accurately identify hot leads.
- The more accurate we obtain the hot lead, the more chance we get of higher conversion ratio.
- Since we have a target of 80% conversion rate, we would want to obtain a high accuracy in obtaining hot leads.

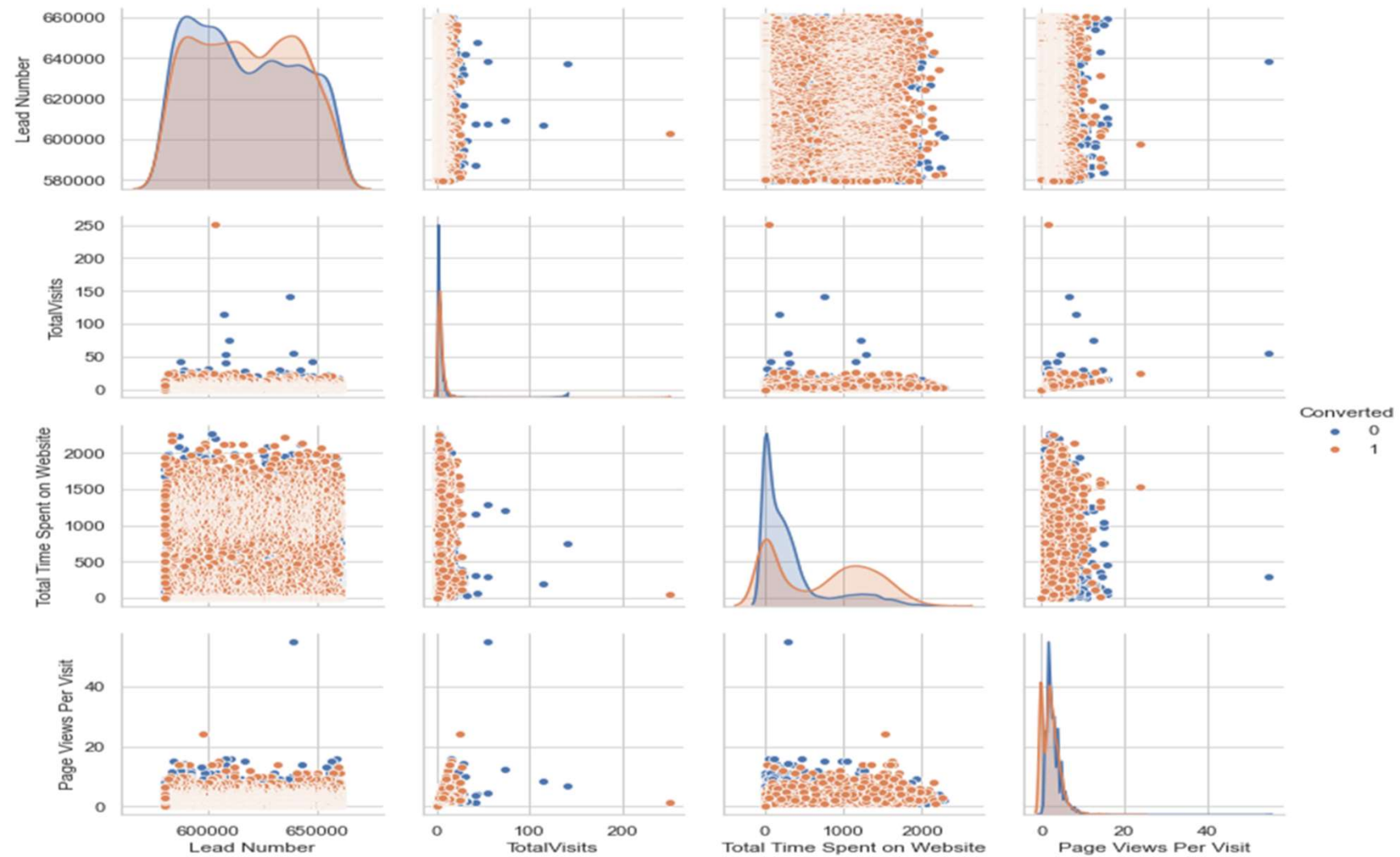
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# EDA- Visualization

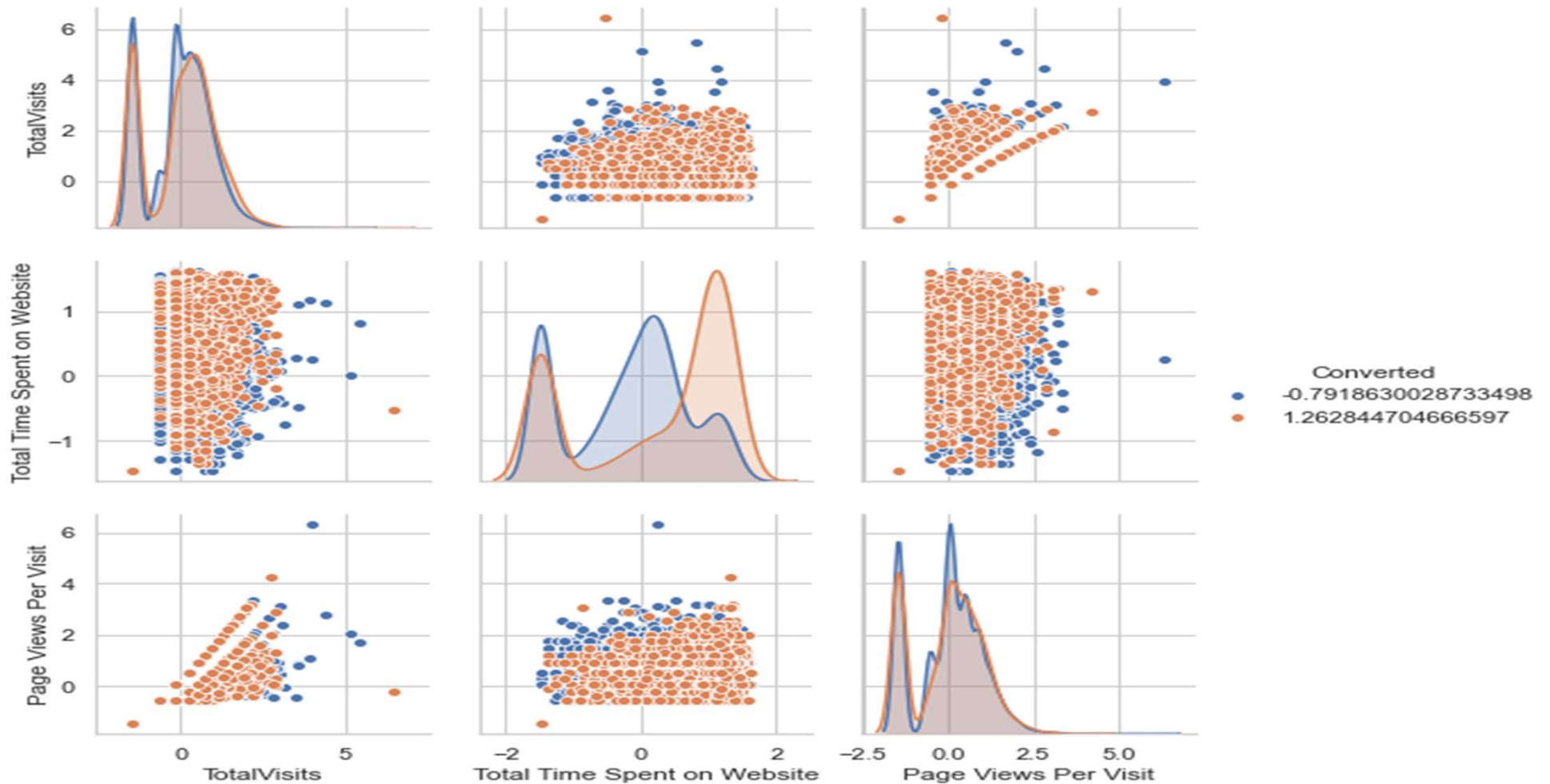
A solid orange horizontal bar spanning the width of the slide at the bottom.



As can be seen, several rows had the value Select, which is inappropriate for the analysis, in the levels of "Lead Profile" and "How did you hear about X Education."

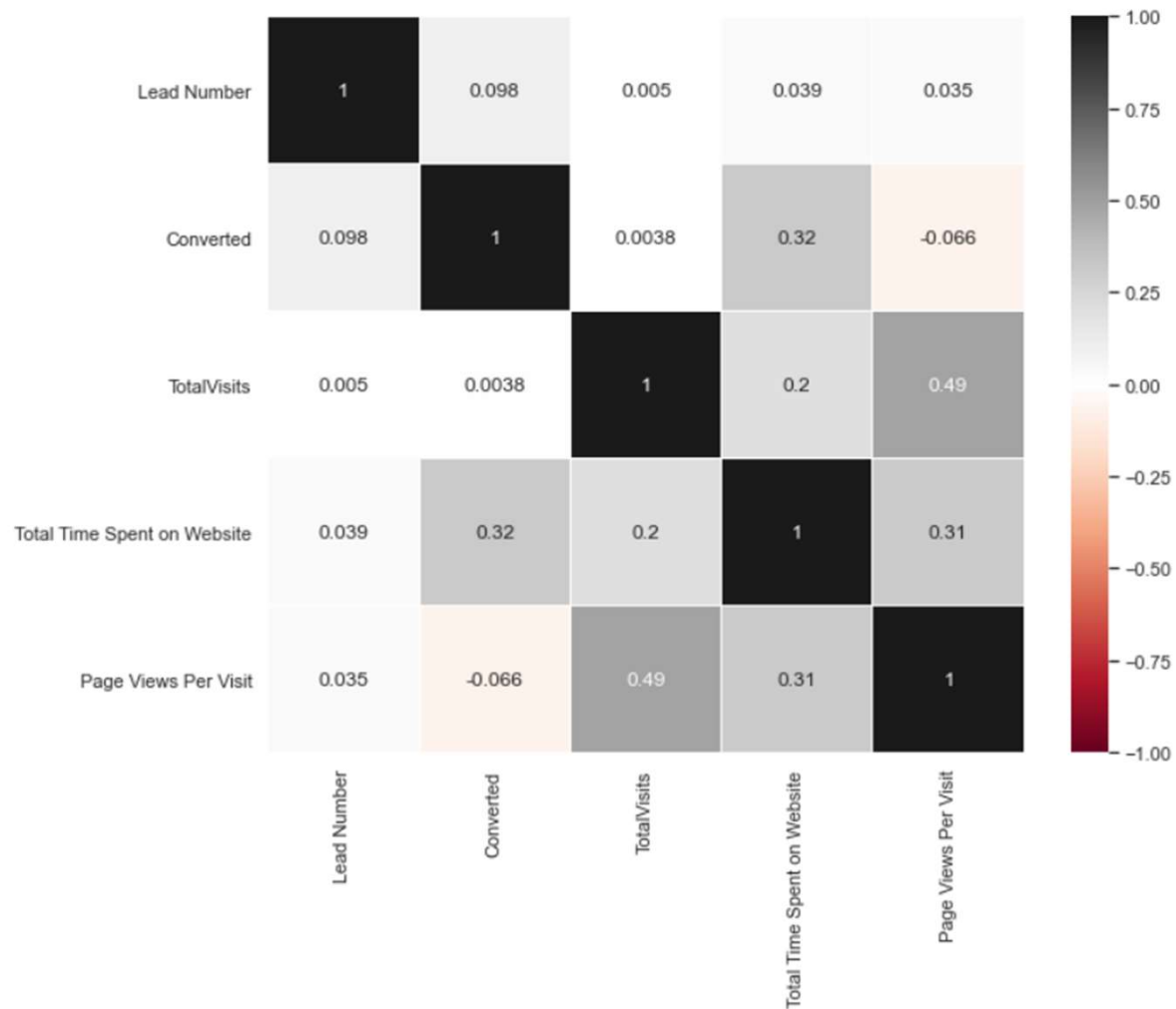


In this analysis we can see some outliers which we have to handel.

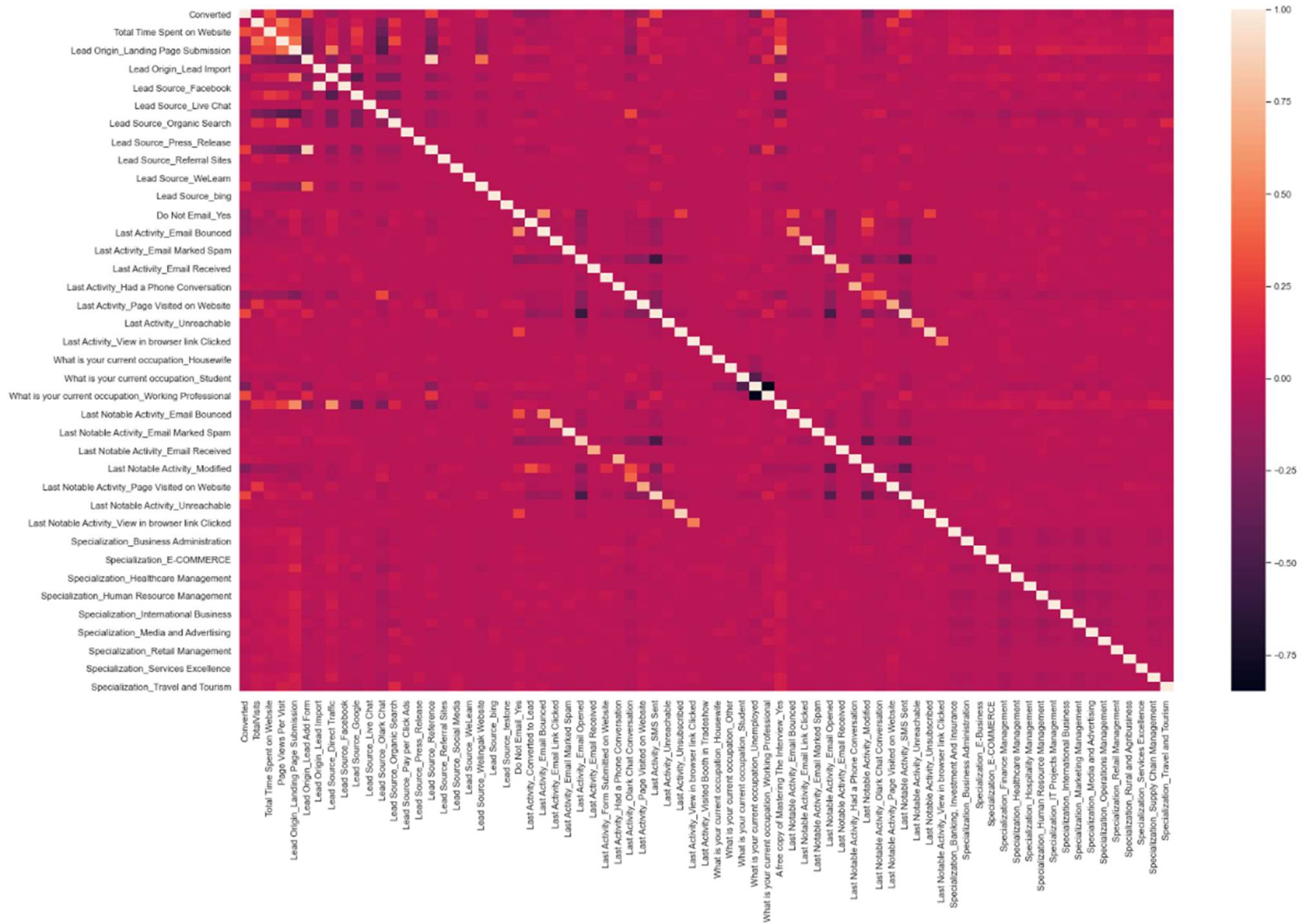


The column "What is your current occupation" have large no of Null Responce

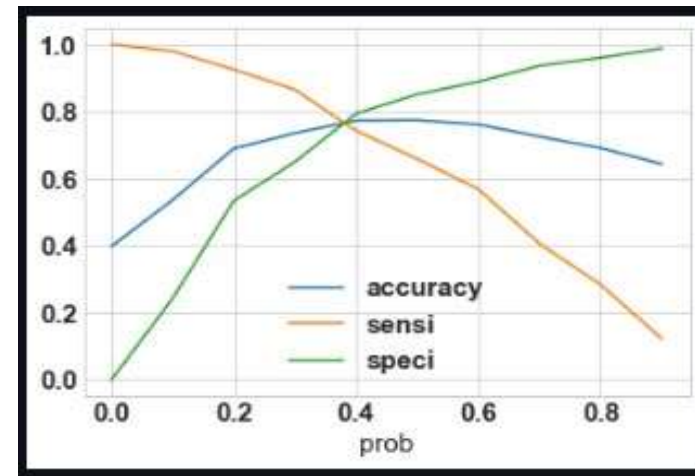
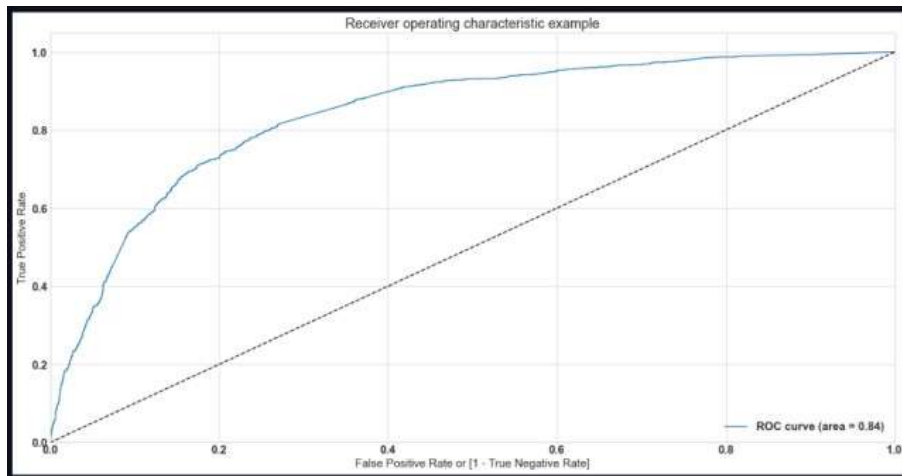




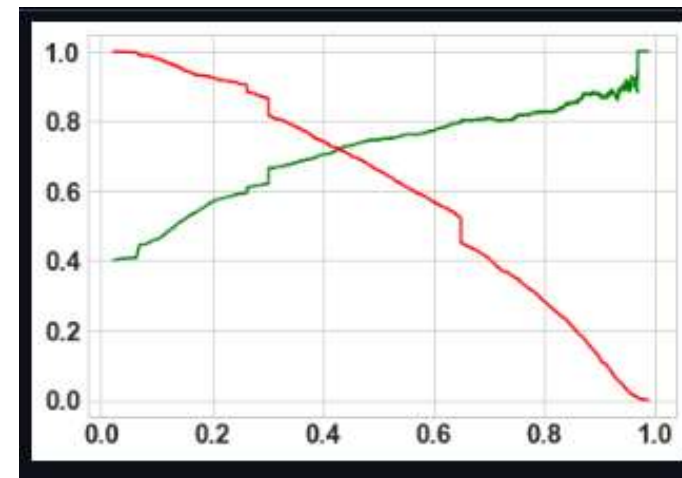
**EDA plots depicting correlation (Heat Map)  
of all selected numerical columns.**



EDA plots depicting correlation (Heat Map) of all selected columns (numerical columns and dummy columns).



**Linear Regression Final Model Parameters**  
**Area under ROC = 0.84**  
**Intermediate cut-off = 0.35**  
**Final cut-off = 0.42**



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# **Inference / Conclusion**

# Model Analysis

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## Performance of our Final Model

### TRAIN SET

- Accuracy = 79.08%
- Sensitivity = 81.06%
- Specificity = 77.46%

### TEST SET

- Accuracy = 80.01%
- Sensitivity = 78.82%
- Specificity = 77.91%

# Conclusion (Recommendation)

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**X Education Company needs to focus on following key aspects to improve the overall conversion rate:**

- **Increase user engagement on your website as this helps in higher conversion.**
- **Get Total visits increased by advertising etc.**
- **Increase on sending SMS notifications**
- **Improve the Olark Chat servic**

# Summary

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- To meet the business criteria and limits a logistic regression model was employed in conducting a case study, on lead scoring.
- While there is an abundance of leads only a small fraction of them eventually convert into paying clients. Most of the leads originate from INDIA with Mumbai having the concentration per city
- In some columns there are levels labeled as "Select " indicating that the student did not make a choice for those columns since they are designated as "Select." However it is necessary to make a selection to obtain information, such, as customer service or specialization.
- Having a number of people visiting and spending time on the platform can increase the chances of converting a lead into a customer.
- . Many leads choose to enroll in courses to enhance their career prospects with a portion focusing on finance management. Leads specializing in HR, Finance and marketing management have a probability of conversion.
- Just like we noticed before engaging clients through phone calls and emails can be effective, in converting leads. Additionally sending SMS messages can also be helpful as leads who open emails are more likely to convert.
- Since most leads are currently unemployed extra attention was given to these individuals during the conversion process.

# THANK YOU

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GROUP NAME:

- Pradyumna Kapure
- Kushal venkata gana preetham Kanneganti
- Kartikey Riyal