

Lead Scoring Case Study Summary

Problem Statement:

X Education sells online courses to industry professionals. X Education needs help selecting the most promising leads, i.e., the leads most likely to convert into paying customers. The company needs a model wherein a lead score is assigned to each lead such that the customers with higher lead scores have a higher conversion chance and the customers with lower lead scores have a lower conversion chance. The CEO has given a ballpark of the target lead conversion rate to be around 80%.

Our Goals of the Case Study:

To build a logistic regression model to assign a lead score between 0 and 100 to each of the leads which can be used by the company to target potential leads.

To adjust if the company's requirement changes in the future, you will need to handle these as well.

Summary:

- As we have checked Sensitivity, Specificity, Precision, and Recall as Metrics, we have considered the optimal cutoff limit as 0.37 for calculating the final prediction.
- Accuracy, Sensitivity, and Specificity values of the test set are around 81%, 79%, and 82% which are approximately closer to the respective values calculated using the trained set.
- Also, the lead score calculated in the trained set of data shows the conversion rate on the final predicted model is around 80%.
- Hence overall this model seems to be good.
- Firstly, need to sort out the best prospects from the leads you have generated. 'TotalVisits', 'Total Time Spent on Website', and 'Page Views Per Visit' contribute most towards the probability of a lead getting converted.
- Focus on converted leads.
- Hold question-answer sessions with leads to extract the right information you need about them.
- Make further inquiries and appointments with the leads to determine their intention and mentality to join online courses.
- API and Landing Page Submission have around 35-40% conversion rate but the count of lead originating from them are considerable.
- Lead Add Form has a more than 90% conversion rate, but the count of lead is not very high.
- Lead Import and Quick Add From are very less in the count.

- Direct Traffic and Google are generating a high number of leads; should be focused on their conversion.
- Welingak and Reference are having more conversion rates and hence should be focused to generate more leads.
- leads from Olark Chat and Organic Search should be focused for conversion.
- Most of the leads have Email Opened and SMS Sent. More focus should be on leads opening emails.
- conversion rate for SMS sent is very high and hence they should be targeted for lead conversion.
- Working professionals have high conversion. focus should be on them for more leads.
- Most of the leads are from the Unemployed section, the focus should be increasing conversion from them.
- More leads are from those who do not ask for a free copy of Mastering Interviews. Can be focused on conversion.
- More leads are from those who have modified their account or opened emails. Thus, the focus should be on their conversion.
- SMS sent have high conversion.