

Lead Score Case Study

- X Education has conversion rate of 30% and factors need to be thorough which we can increase the conversion rate.
- The variables in the data were interpreted with respect to the lead conversion.
- The variables which have missing values higher than 40% were dropped as would not contribute significantly to the analysis.
- The important variables which had missing values were imputed by the most occurring value of the variables
- After interpreting the data with respect to the lead conversion all the unnecessary variables were removed from the data set.
- Uni-variate and Bi-variate Analysis were performed.
- Dummy Variables were created and the data set was divided into rest and train set.
- Since the data set had different types of units, normalisation was used to scale the data.
- Due to the creation of dummy variables the no.of independent variables increased so logistic regression was performed through rfe.
- Based on the most accurate model the following conclusions were derived.

Result

- The company should focus more on the leads which have been source through goggle, direct traffic and Olak Chat.
- The leads must be communicated through E-Mails, SMS and via Call rather than Oak Chat Conversation.
- Modifications are required in the 'Free copy of mastering the Interview' as majority of the leads who have opted for this do not buy the course.
- Working professional and unemployed leads must be given more focus as they have high chances of conversion.

