



# LEAD SCORING CASE STUDY

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SUBTITLE COMES HERE

# LEAD SCORING CASE STUDY

An education company named X Education sells online courses to industry professionals. On any given day, many professionals who are interested in the courses land on their website and browse for courses.



# INSIGHTS

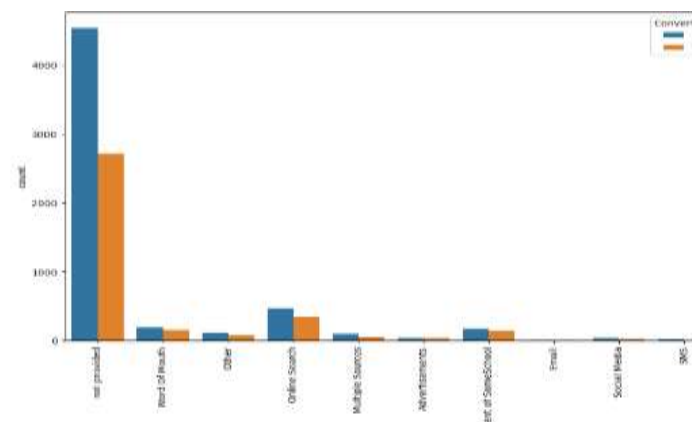
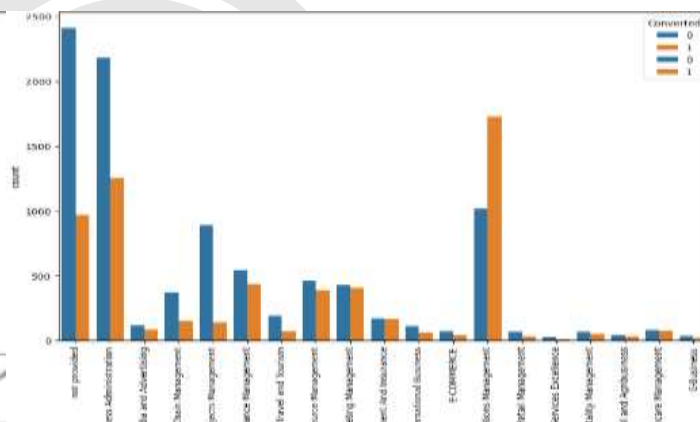
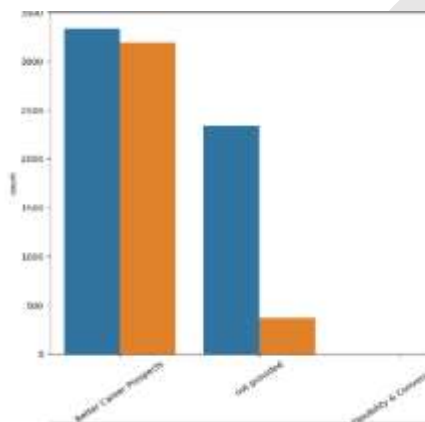
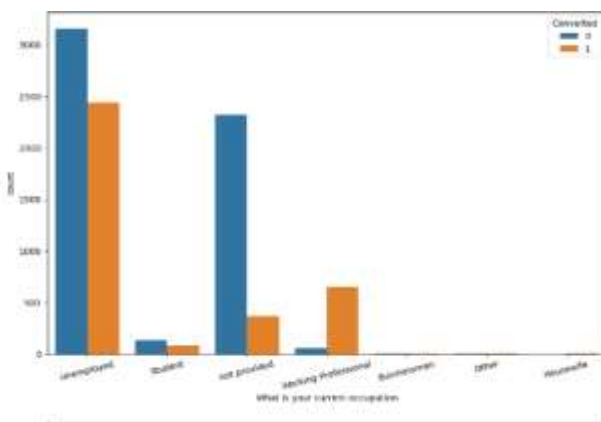
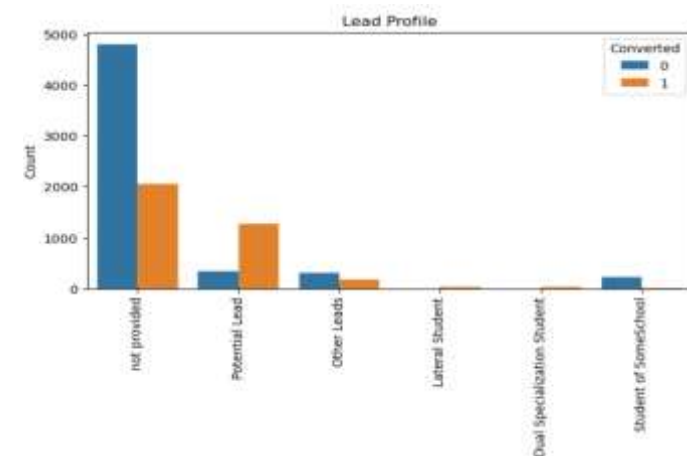
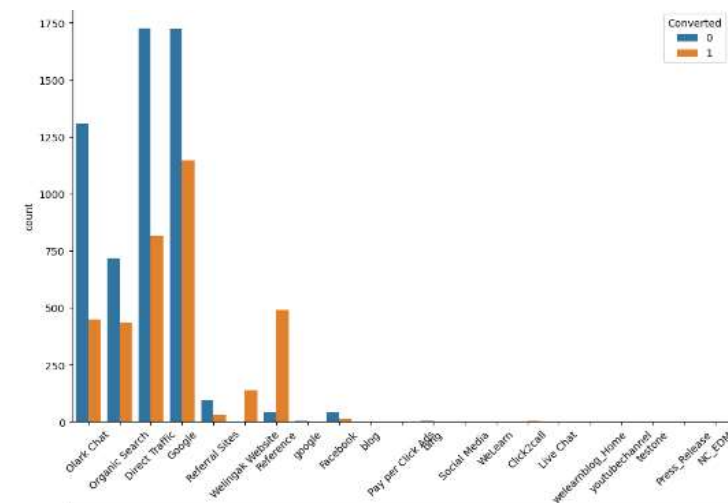
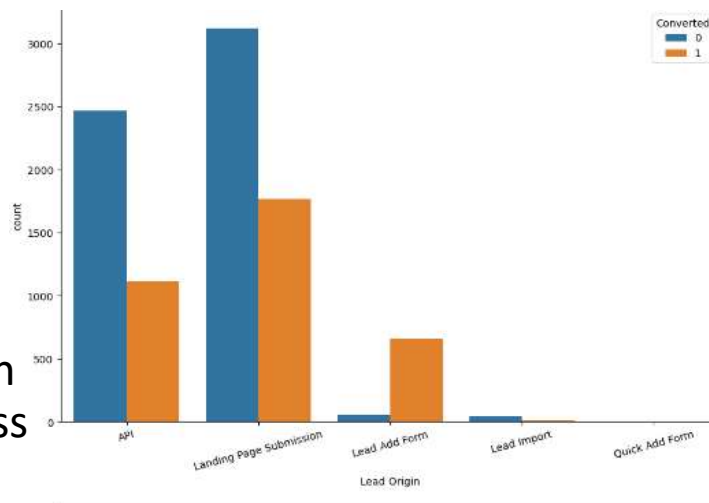
Leads originating from landing page submission are converted most

Leads sourced from google, direct traffic are most likely to be a potential one

Specialized leads in operation management are seen to have highest conversion rate, followed by business administration

How leads came to know about X educations is important too, however once that did not provide any info were converted successfully

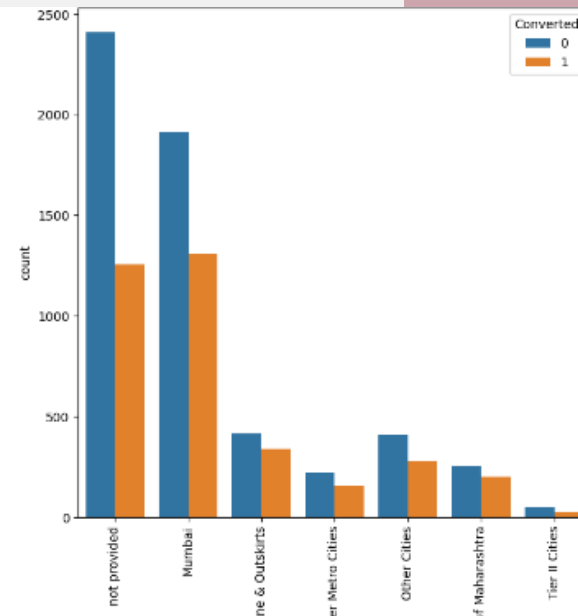
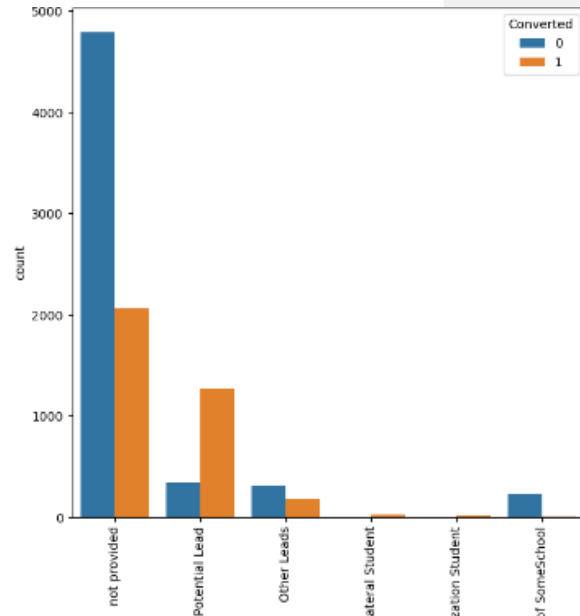
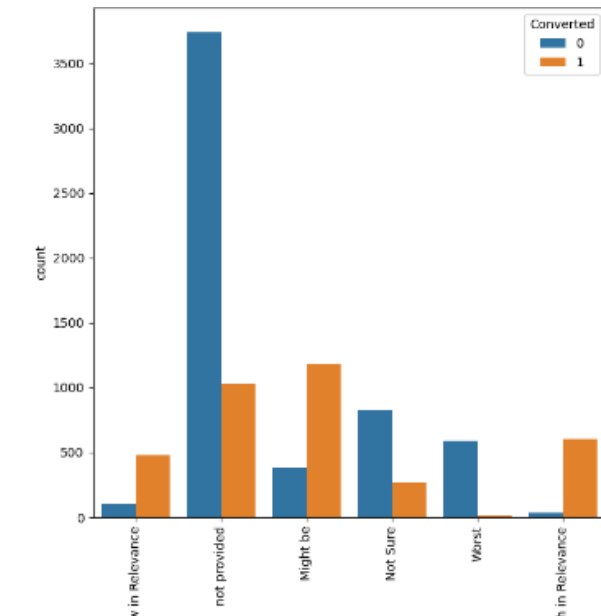
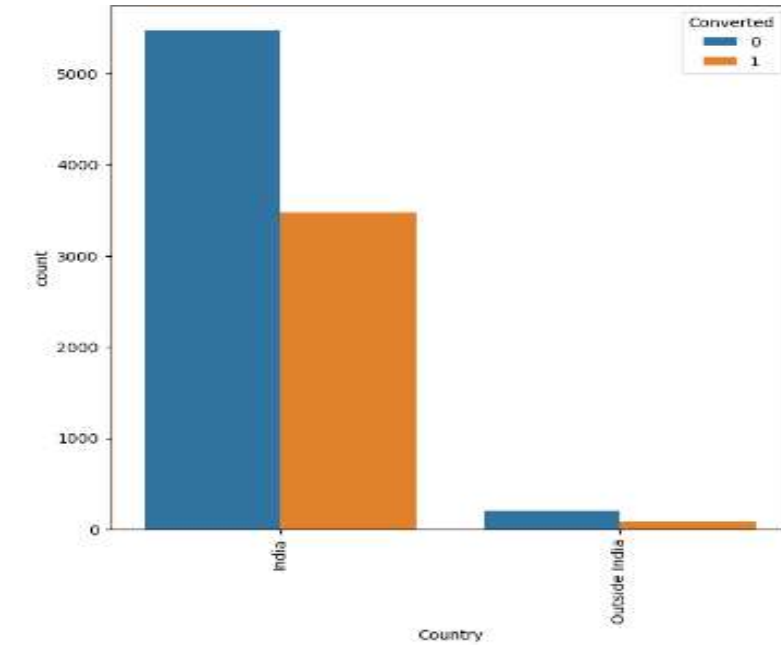
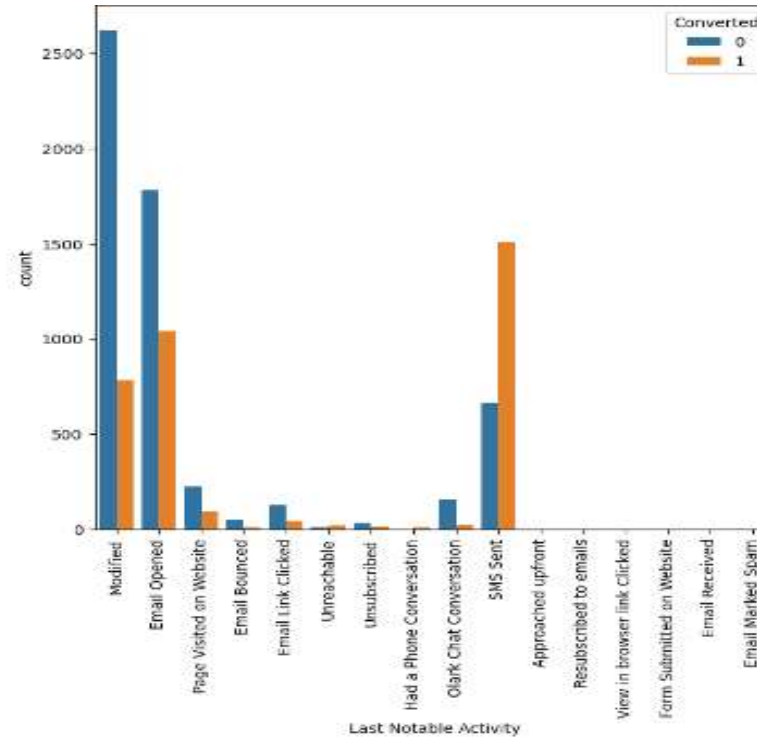
Lead profile , not given and unemployed ones, have highest probability to get converted



# INSIGHTS

Higher probability of conversion of potential leads can be seen for following-

- Leads from India
- Last notable activity as sms sent, email opened, and modified
- Leads from Mumbai and information not given have higher chances
- Leads labeled as potential leads or not labeled
- Lead quality as might be or not provided



# OBSERVATIONS

- It has been observed that certain categories has both the leads converted and not converted, that means way of approaching could be one of the reasons for potential leads not getting converted.
- Hence, by observing correlation matrix, following ways Should be considered-
  1. clients that have last notable activity restricted to emails,
  2. what is your current occupation working professional,
  3. lead source reference,
  4. lead source wellingak website,
  5. last activity sms sent.

# DESCENDING ORDER OF MOST IMPORTANT FEATURES FOR LEAD SCORING AS PER LOGISTIC REGRESSION MODEL

- 1 TotalVisits
- 2 Page Views Per Visit
- 3 Lead Quality\_Might be
- 4 Last Activity\_SMS Sent
- 5 Lead Quality\_India
- 6 Lead Origin\_Lead Add Form
- 7 Lead Quality\_Not Sure
- 8 Lead Source\_Welingak Website
- 9 What is your current occupation\_Working Profes...
- 10 Do Not Email\_Yes



# THANK YOU !

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