Problem to solve:

Increase the number of enrollments for the university. One way to do this is to spend money on a lead acquisition campaign. However, the university doesn’t have the resources to go through the large number of leads they receive. They need a way to prioritize the leads that have the best chance of enrolling.

Client:

Mark University – If I can prioritize their leads they will use that prioritization to decide which inquires they will spend the majority of their time communicating with. This is will help them keeps costs and staffing in place while lowering the chance they miss out on a great candidate. A byproduct of this process could also be that they learn which marketing channels they should focus on which again will help them keeps costs under budget while increasing effectiveness.

Data:

Mark University Prospect database

Approach:

Initial approach would be using logistic regression on the enrollment variable in order to create a model which will predict the probability that a particular prospect enrolls.

Devilerables:

Code

Paper on Methodology along with the results on test data