Lead Score Case Study

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Identifying Promising Leads for X Education

Problem Statement:

- Markets online courses to professionals via websites and search engines.
- Leads generated through form submissions or referrals.
- Sales team follows up with calls and emails.
- Current lead conversion rate: ~30%.

Business Goal:

- Develop a lead scoring model to prioritize high-conversion leads.
- Target lead conversion rate: ~80%.

Methodology

▶ Source the data for analysis

▶ Clean and prepare the data

▶ Conduct Exploratory Data Analysis (EDA)

▶ Apply feature scaling

▶ Split the data into training and testing sets

▶ Build a logistic regression model to calculate lead scores

▶ Evaluate the model using metrics such as specificity, sensitivity, precision, and recall

▶ Apply the best model to the test data based on sensitivity and specificity metrics
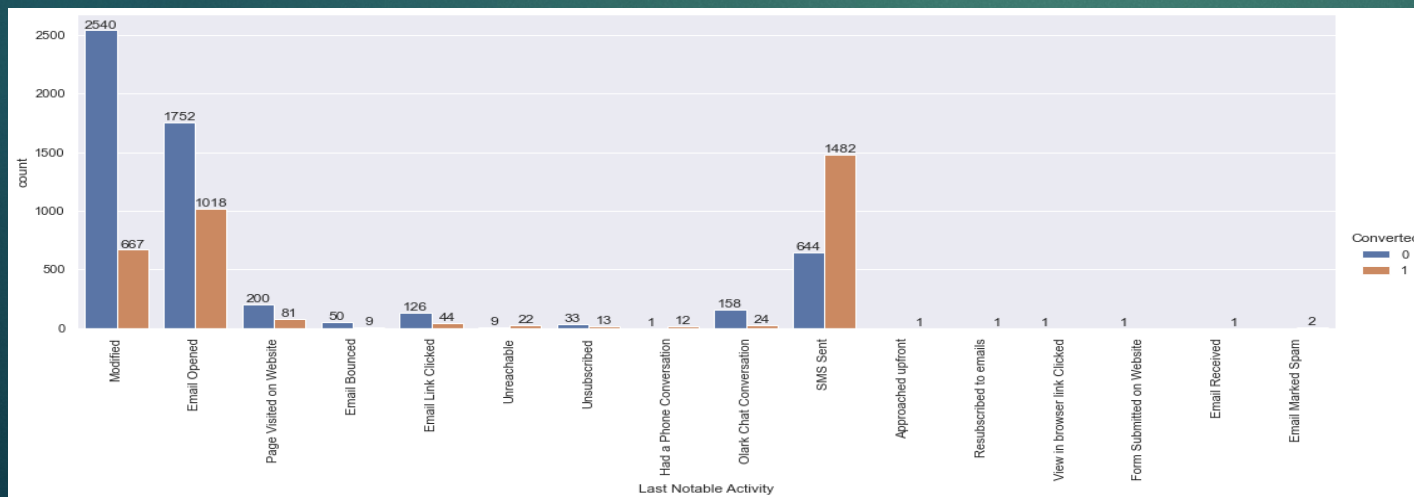
Exploratory Data Analysis
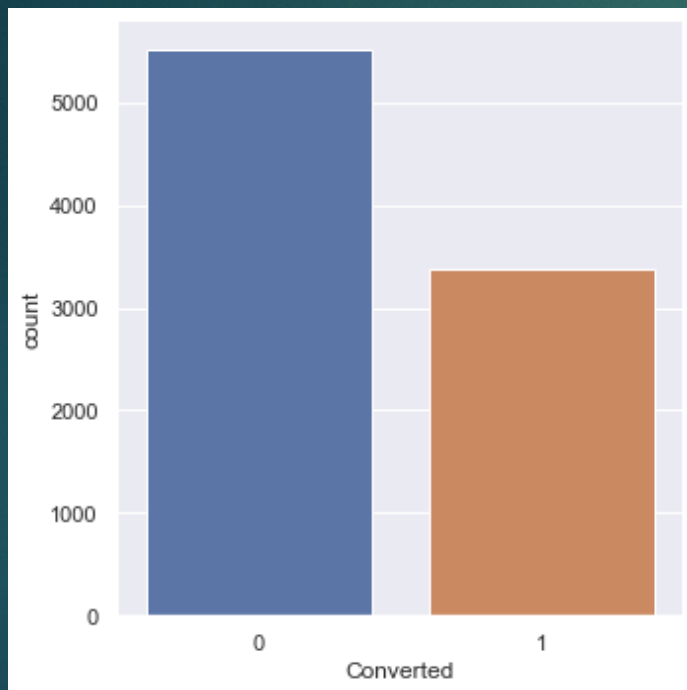
Conversion distribution
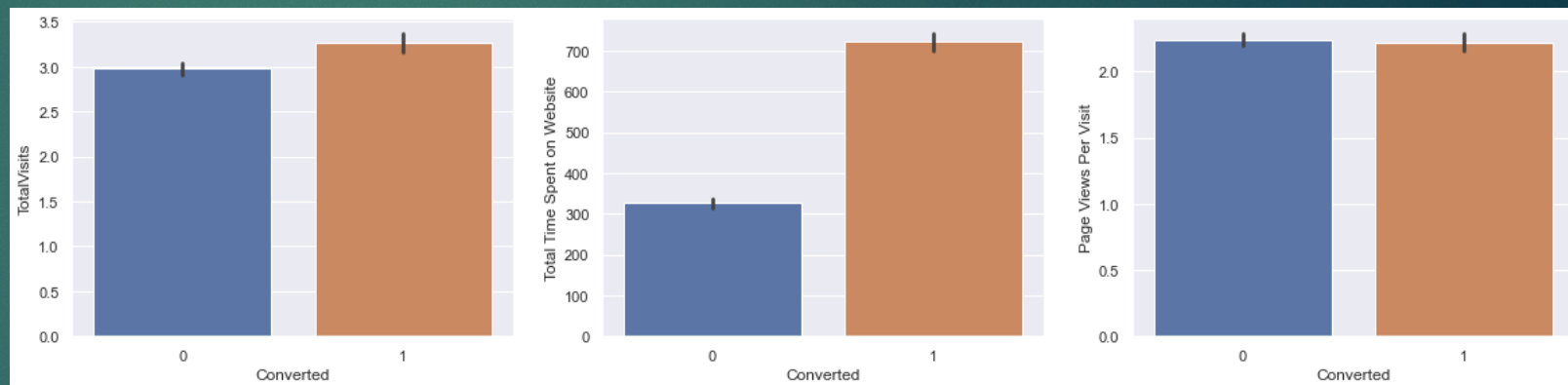
Total time spent on the website is significant higher in convertors

Exploratory Data Analysis

- Working professionals have a much higher conversion rate than unemployed.
- Those leads with last activity SMS sent have a significantly higher conversion rate.

Model Evaluation

▶ We used logistic regression to score and classify leads into converters and non-converters.

▶ Our model has 82% accuracy, i.e., 82% of its predictions are correct.

▶ The model has 69% sensitivity, i.e., It detects 69% of all conversions.

▶ The precision of the model is 81% which means that 81% of its predicted conversions are actually converted.

Conclusion and Recommendation

▶ Focus on working professionals as your customers.

▶ Further increase engagement with the website, this is a strong converter.

▶ People who come via the lead add form have very high conversion likelihood.

▶ Deprioritize e-mail outreach, it has low conversion likelihood.