

# Marketing | Leads Conversion Dataset

## Dataset Description:

A digital team of a bank have challenges with lead conversions (Turning the Potential or interested customers into buying /actual customers). They have provided a partial data set for customers loan history from the last 3 months. They also collect basic details about customers.

## Data Source:

They source leads through various channels like search, display, email campaigns and via affiliate partners. And based on data collecting, they see differential conversion/Buying depending on the sources and the quality of these customers.

The marketing campaigns was set up a few years back and their focus over these years has been to increase the number of leads (potential customers) getting into the **Marketing /conversion funnel**.

## Marketing /Conversion Funnel



## Objective:

- Predict the probability of customers conversion in the next 30 days.
- identify the leads' segment having a higher conversion ratio (lead to buying a product) **so that they can specifically target these potential customers through additional channels and re-marketing.**

## The Main Questions to Answer (It could be more later):

- The relationship between Leads and monthly income in each city.
- how many leads are generated in each Year, Quarter, month and day.
- the loan amounts according to leads age, Gender and monthly income.
- the most leads generated with age, monthly income and city.
- the total loans, Total Leads, Interest, the Bank customers with no loans and Bank customers with Loans.

## Domain Specific Knowledge:

**A marketing lead:** is a person who shows interest in a brand's products or services, which makes the person a potential customer. The primary goal of any company is to generate as many leads as possible. A company must guide prospects down the sales funnel with relevant content and offers towards their purchase.

**leads' segment:** categorizing a target audience or potential customers into distinct groups based on shared characteristics, behaviors, or demographics.

## Assumption:

In this dataset we supposed the strategy of marketing division of the bank to identify Qualified Lead and Potential Customers is identifying **by loan requested as an offer and approving requesters as leads' segments** having a higher conversion ratio to be customers.