

Lead Scoring Analysis

Enhancing Lead Quality and Conversion Rates

Data Overview

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Description of the dataset (Leads.csv):

Number of records: 9240

Key attributes: Lead Origin, Lead Source, Total Visits, etc.

Data Preprocessing

Steps taken to clean and preprocess the data:

Handling missing values

Data normalization or transformation (if any)

Feature engineering (if any)

Lead Scoring Model

Explanation of the model used for lead scoring:

Algorithm(s) used: Logistic Regression, Decision Trees, etc.

Model training and evaluation process via splitting, scaling, training and evaluating.

Key features considered in the model such as total time spent on website, total visits, page view per visit, lead origin etc.

Model Results

Performance metrics of the model:

Accuracy (0.77),

Precision (0.72),

Recall(0.85),

F1 Score(0.77)

Business Insights

Key insights derived from the analysis:

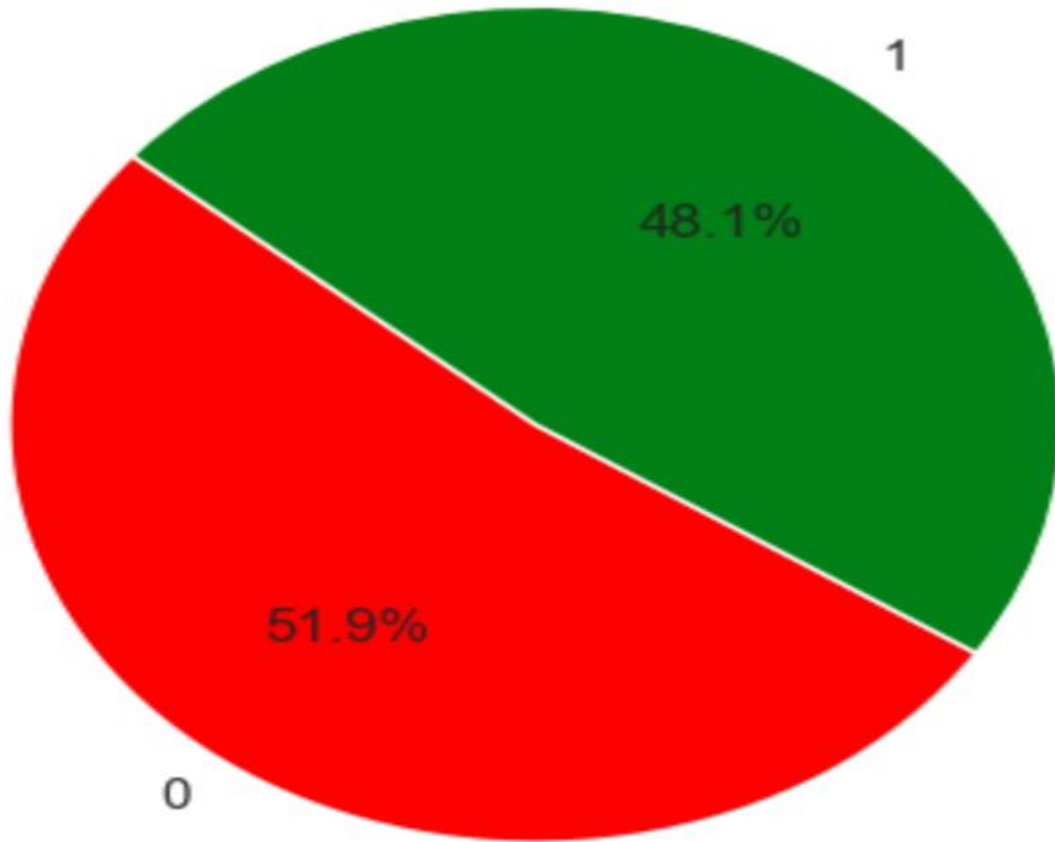
Top factors influencing lead conversion

Recommendations for improving lead quality

Visualizations

Pie Chart: Leads Converted vs Not Converted

Leads Converted vs Not Converted



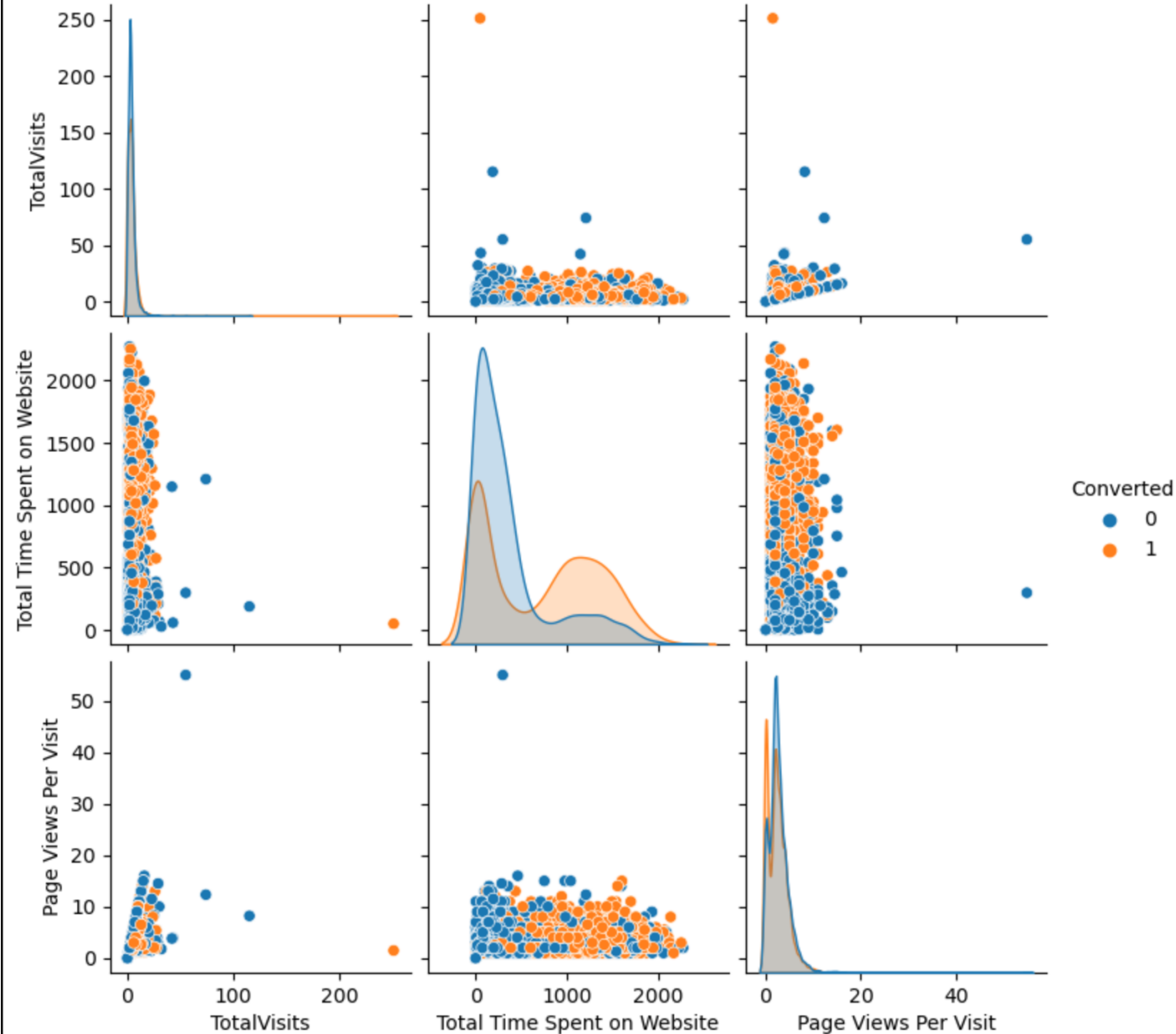
Leads Converted vs Not Converted

Top factors influencing lead conversion

Recommendations for improving lead quality

Note: These insights can help businesses focus on the most promising leads and improve their marketing strategies.

Pairplot 1: Relationships Between Variables

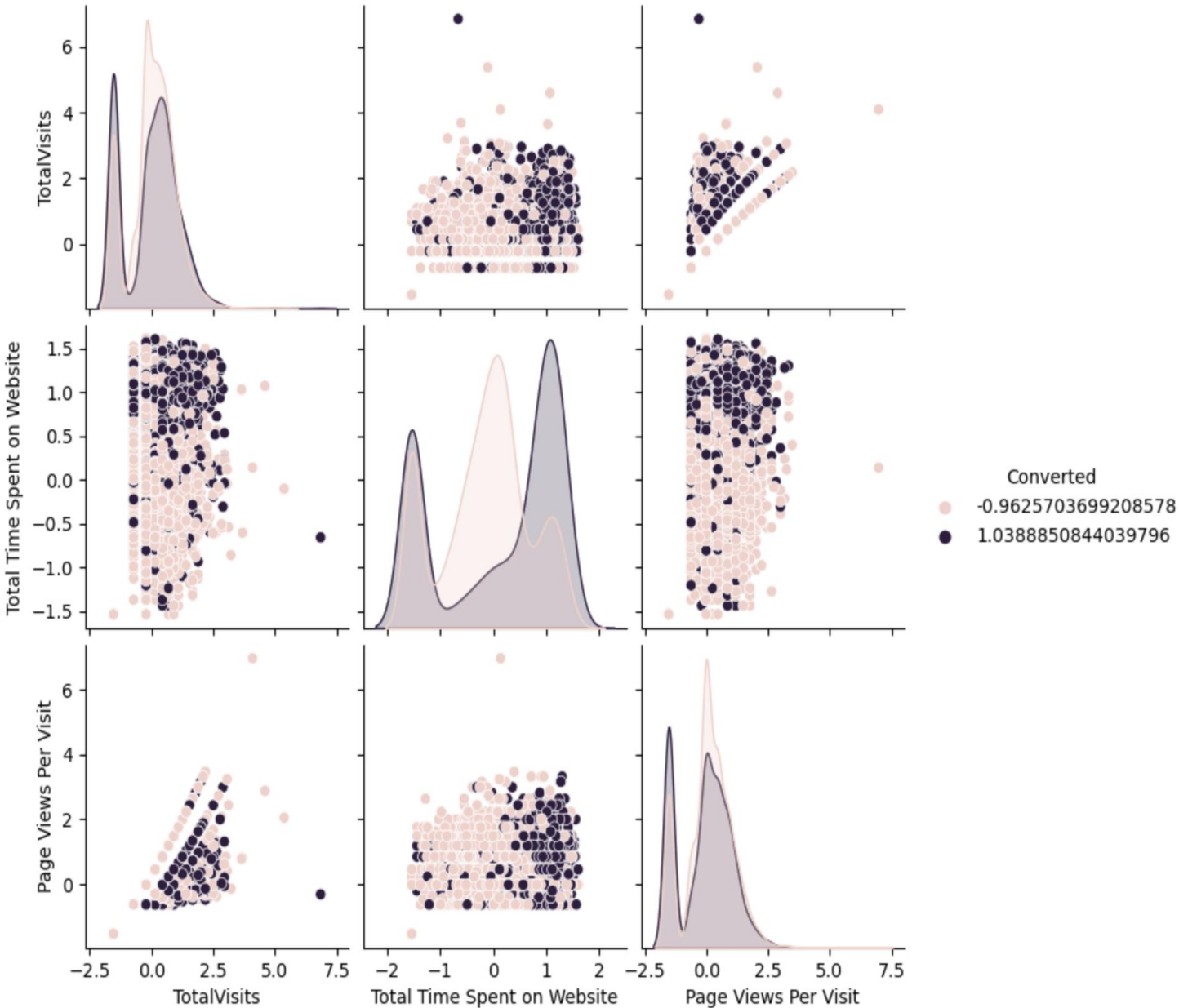


Shows the relationships between key variables such as Total Visits, Total Time Spent on Website, and Page Views Per Visit.

Differentiates between converted and non-converted leads.

Helps to identify patterns and correlations between variables.

Pairplot 2: Detailed Analysis



Provides another perspective on the relationships between the same key variables.

Focuses on highlighting the distribution of these variables.

Offers additional insights into how these variables interact with each other.

Conclusion

Summary of findings:

The model effectively identified the top factors influencing lead conversion.

Key insights from the analysis can help improve marketing strategies.

Next steps:

Implementing the model in the lead management system.

Continuous monitoring and model retraining.