

# Lead Scoring Case Study

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# Problem Statement

- An X Education company need help to select the leads who are most likely to convert into paying customers.
- Currently company lead conversion rate is around 30% which is very less.
- The company wants the lead conversion rate to be increased to **80%**.



# Goal

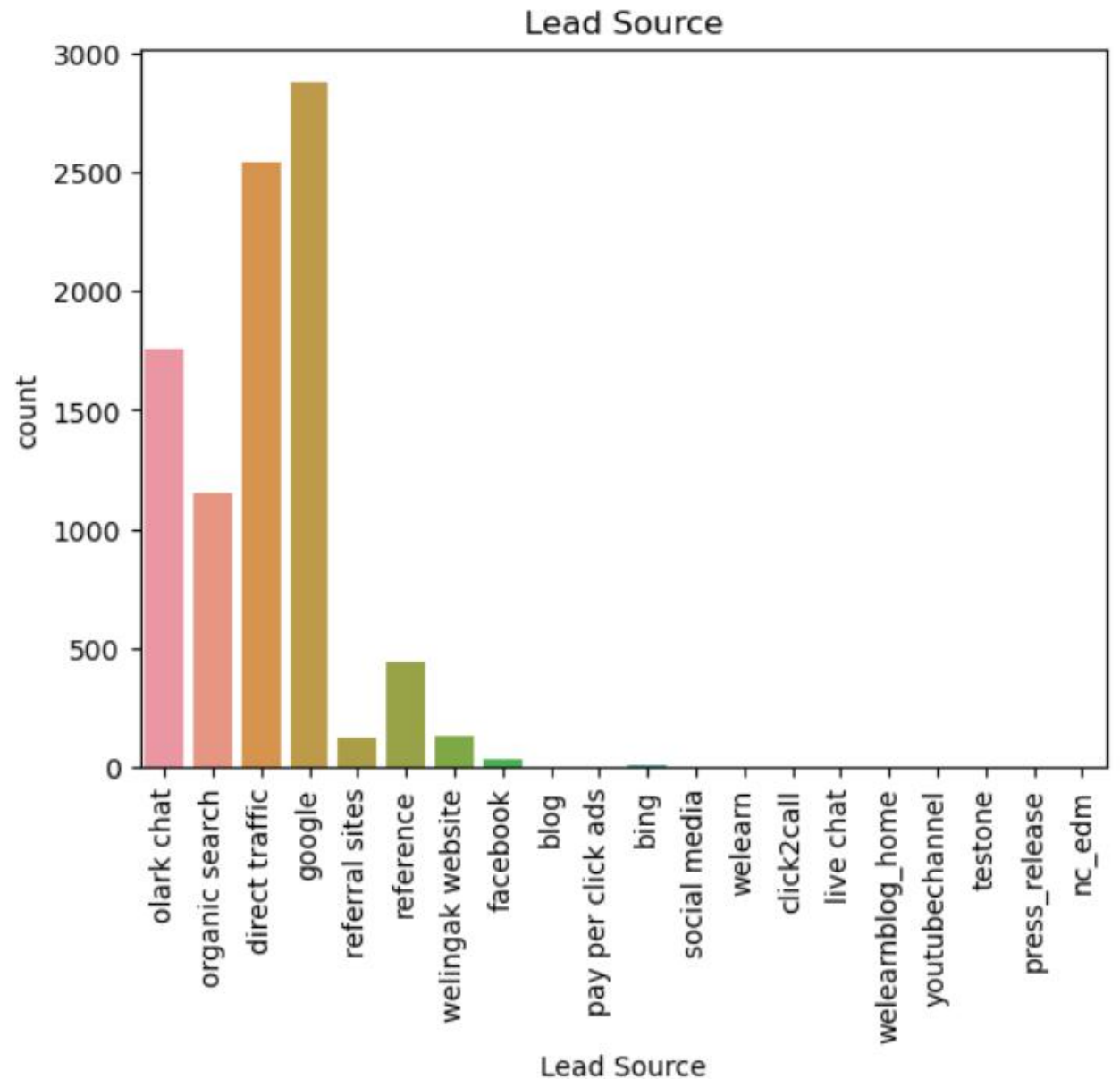
To build a Logistic Regression model to assign a score between 0 to 100 to each of the leads which can be used by company to target potential leads.

High score represents that lead is hot and is most likely to be converted.

A group of business professionals, including men and women in suits, are standing in a line and holding hands. They are positioned at the bottom right of the slide, partially overlapping the blue arrow-shaped background.

# Lead Source

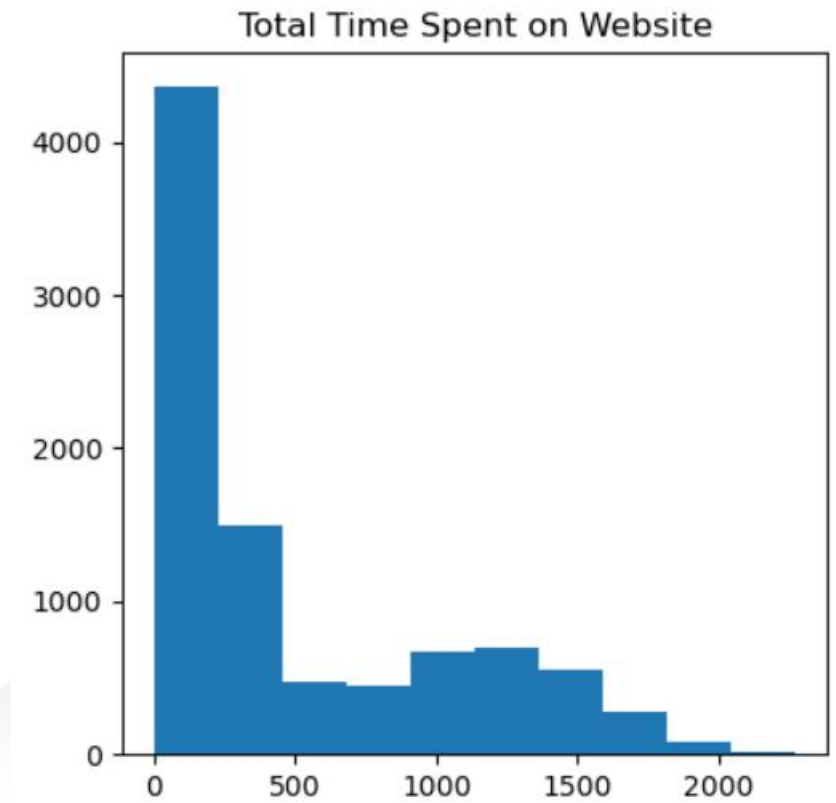
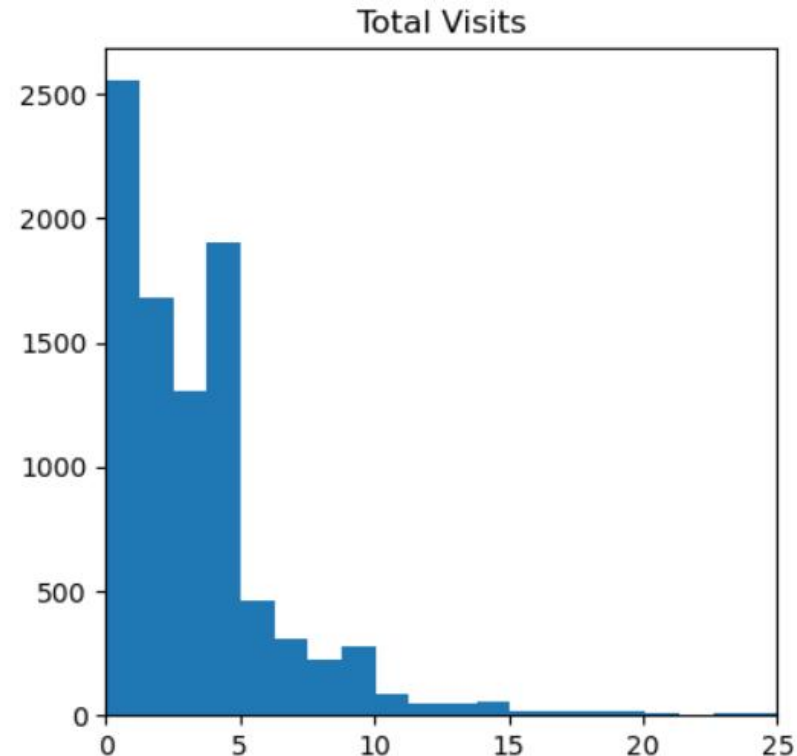
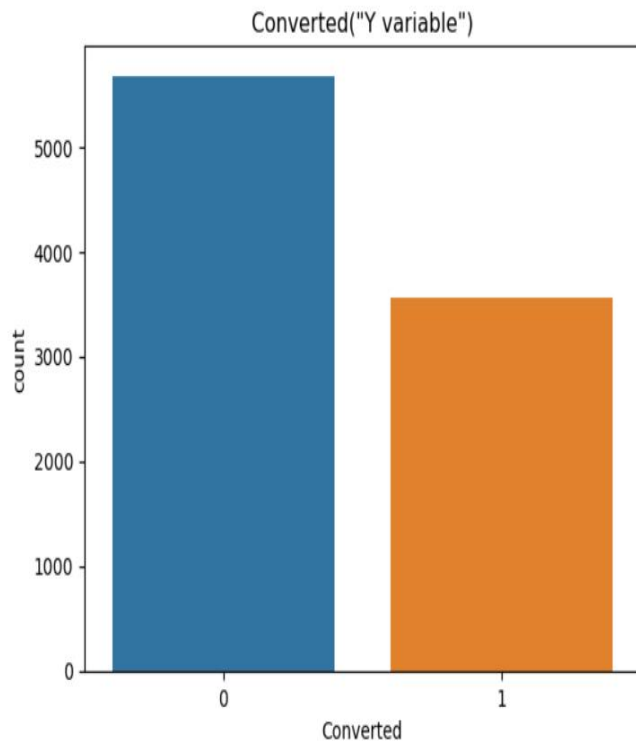
- There are lot of customers directed from google and next top customers are from direct traffic, Olark chat.



# Total visits and Total time spent on website

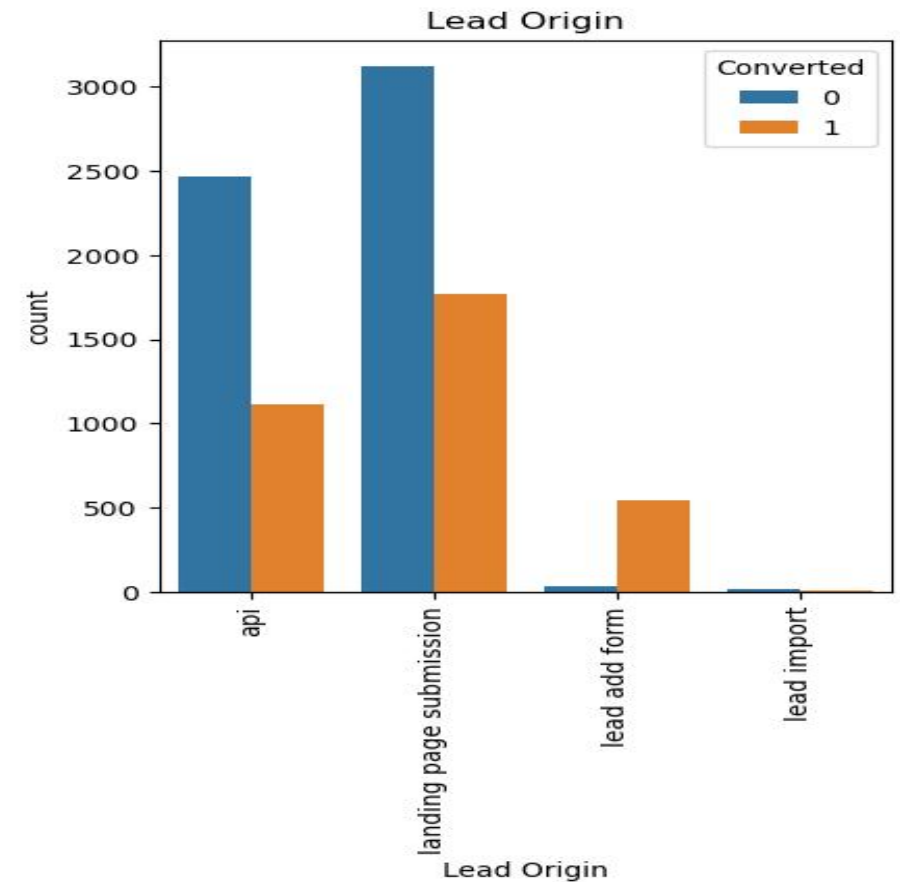
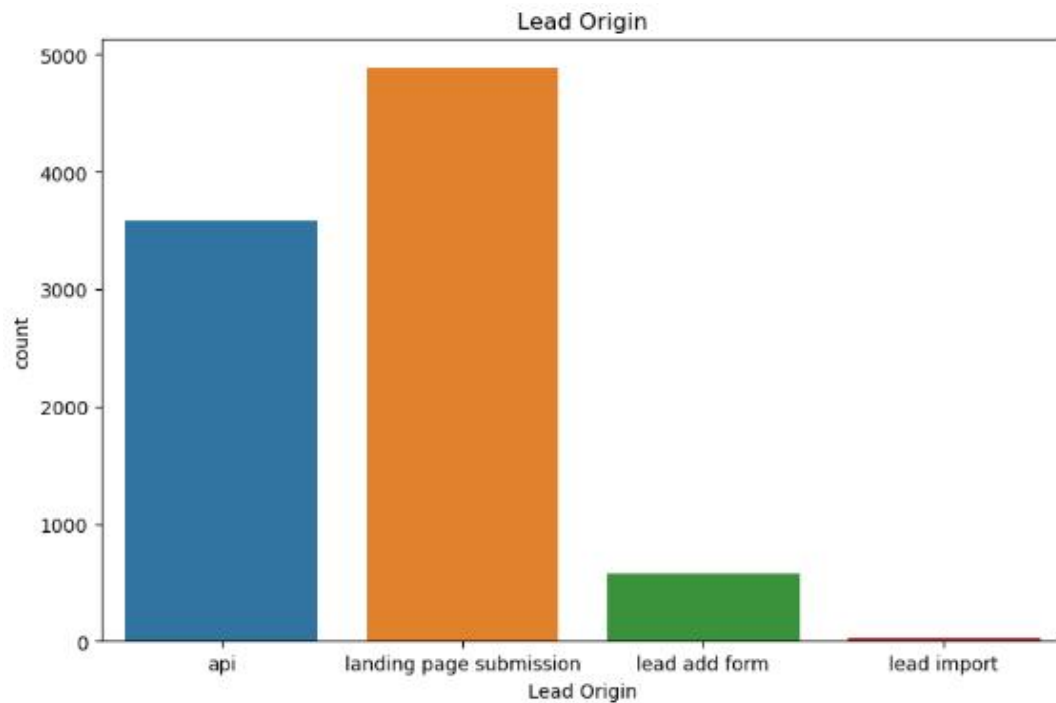
**1 - converted customers**

**0 - not converted customers**



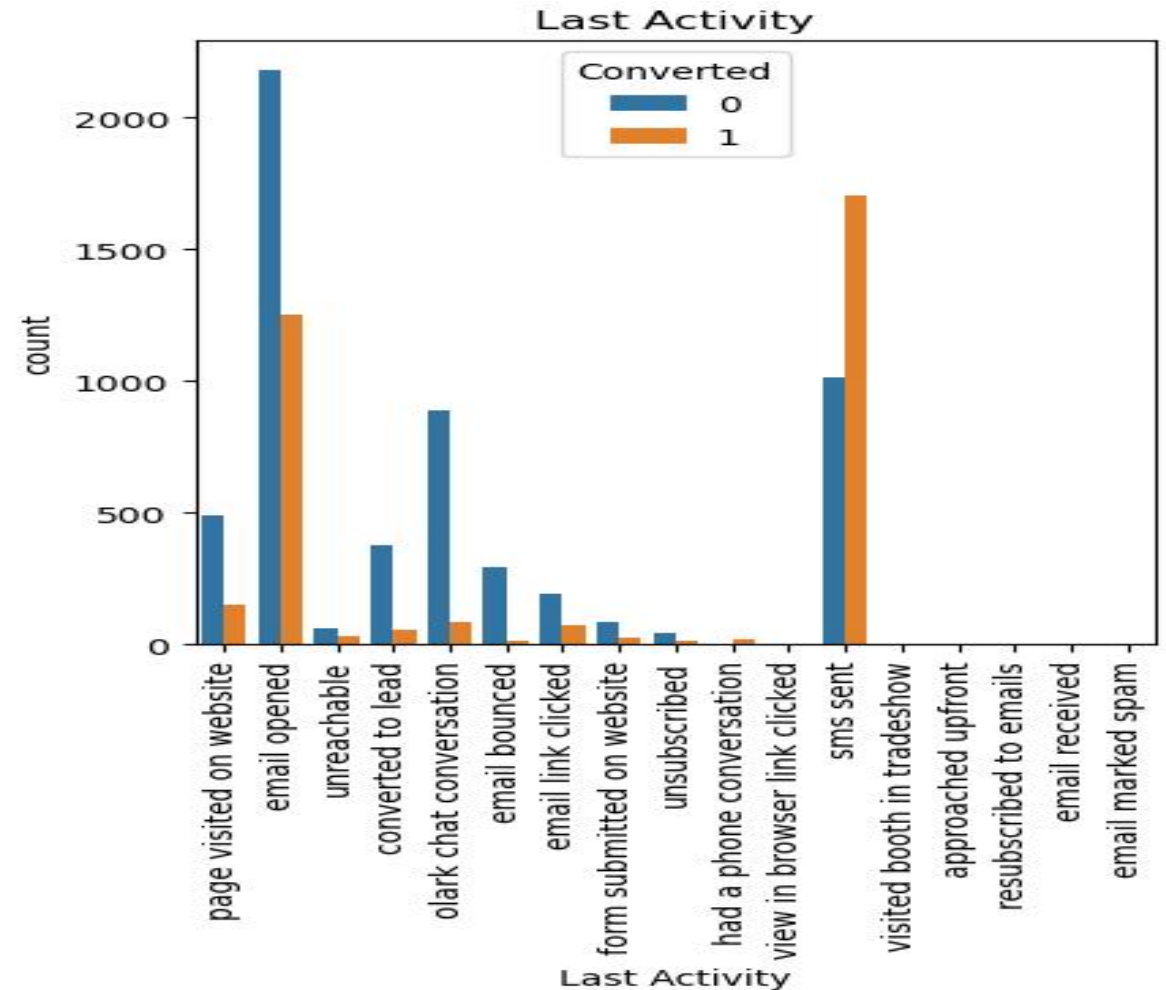
# Lead Origin

- **Landing Page submission and API** have less lead conversion
- Lead add form have more percentage of conversion.



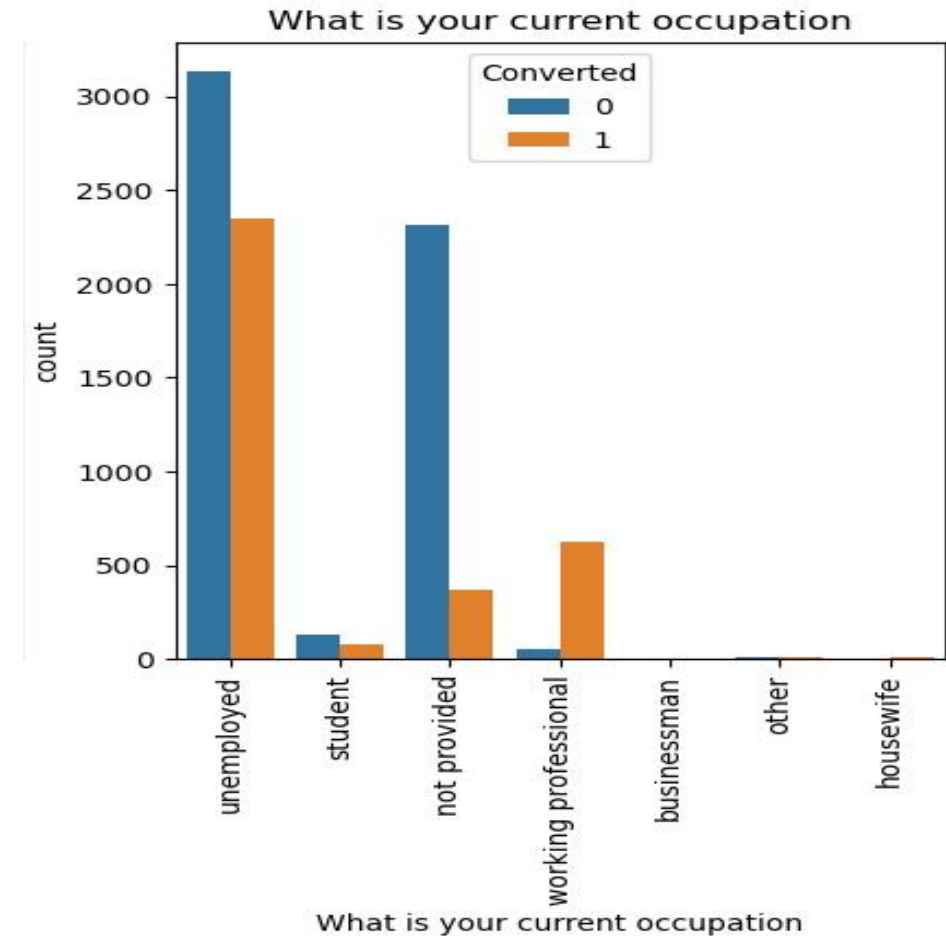
# Last Activity

- Customers who have **sent the SMS and opened email** are more more likely to be converted to leads when compared to others
- Company can filter lead employees based on SMS sent and Email opened



# Leads rate based on Current Occupation

- Company need to focus more on **Working professionals** as they have high chance of buying the course as they are earning.
- Unemployed customers have less chance of converting.

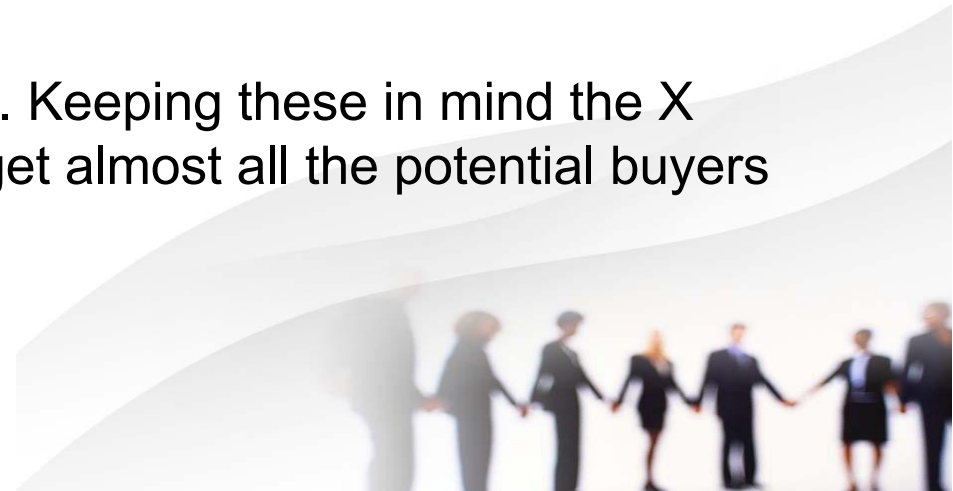




# Conclusion

After Carefully evaluting we can conclude that variables that mattered the most in the potential buyers are :

- The total time spend on the Website.
- Total number of visits.
- When the lead source was:  
a. Google b. Direct traffic c. Organic search d. Welingak website
- When the last activity was: a. SMS b. Olark chat conversation
- When the lead origin is Lead add format.
- When their current occupation is as a working professional. Keeping these in mind the X Education can flourish as they have a very high chance to get almost all the potential buyers to change their mind and buy their courses.



THANK YOU

