

SUMMARY

In this lead scoring case study, I utilized a logistic regression model to address the business requirements surrounding lead conversion at X Education. The primary goal was to identify high-potential leads that could be effectively converted into paying customers.

During the initial analysis, it became evident that while there were a substantial number of leads in the dataset, only a small fraction transitioned into actual enrolments.

A significant challenge in the dataset was the presence of columns with a level labelled 'Select.' This indicated that students had not made a choice in those categories, rendering the data less useful. To extract meaningful insights, it was essential to enforce compulsory selections in key areas such as customer occupation and specialization. By doing so, I aimed to enhance the quality of the data, ultimately leading to more accurate modelling and analysis.

One of the key findings from the analysis was that higher metrics, such as total visits and total time spent on the platform, correlated positively with the likelihood of lead conversion. This suggests that engaging leads effectively and providing them with ample opportunities to explore offerings can significantly boost conversion chances.

Furthermore, it became clear that leads were often driven by the desire for better career prospects, with a notable interest in specializations such as Finance Management. The data indicated that leads specializing in HR, Finance, and Marketing Management had a higher probability of converting, emphasizing the need to align marketing efforts with these popular areas of interest.

The analysis also highlighted the impact of customer engagement through communication. Focusing on last notable activities—such as email opens—was essential, as these leads exhibited a greater likelihood of conversion. Enhancing engagement through tailored email follow-ups and SMS outreach proved to be beneficial, particularly for leads who interacted with these channels.

Additionally, I observed that a considerable number of leads had a current occupation of "Unemployed." This insight suggested a strategic opportunity to prioritize outreach to unemployed leads, as they might be more inclined to enrol in courses that can enhance their career prospects.

Overall, the process of this lead scoring assignment was enlightening. It underscored the importance of data quality, engagement metrics, and targeted outreach based on demographic and behavioural insights. By employing a structured approach to lead conversion and focusing on high-priority leads, X Education can optimize its resources and enhance its conversion rates. This experience reinforced the significance of using statistical models not just for predictions, but as a guiding framework for strategic decision-making in a competitive landscape.