

## Lead Scoring Case Study Summary

X Education, an online education company, offers courses to industry professionals. X Education needs help in selecting the most promising leads, i.e., the leads that are most likely to convert into paying customers.

The company needs a model wherein you are a lead score is assigned to each of the leads such that the customers with higher lead scores assigned to each of the leads such that the customers with higher lead score have a higher conversion chance and the customers with lower lead score have a lower conversion chance.

The CEO, in particular has given a ball park of the target lead conversion rate to be around 80%

### Solution Summary

#### Step 1: Reading and Understanding the Data:

Read and inspect the data.

#### Step 2: Data Cleaning

- a. The very first step is to clean the dataset we chose and to drop the variables having unique values.
- b. There are a few columns with the value 'Select' which means the leads did not choose any provided option. We changed those values to Null values.
- c. We dropped the columns having NULL values greater than 35%.
- d. Then we move the imbalanced and redundant variables. This step also included imputing the missing values as and where required with median values in case of numerical variables and creation of new classification variables in case of categorical variables. The outliers were identified and removed. Also, in one column was having identical labels in different cases. We fixed this issue by converting the label with first letter I small case to upper case.
- e. All sales team generated variables were removed to avoid any ambiguity in final solution

#### Step 3: Data Transformation:

Changed the binary variables into 0 and 1

#### Step 4: Dummy Variables Creation:

- a. We created dummy variables for the categorical variables.
- b. Removed all the repeated and redundant variables.

#### Step5: Test Train Split:

This step we divide the data set into test and train sections with a proportion values.

**Step 6: Feature Rescaling:**

- a. We used the Min Max Scaling to scale the original numerical variables.
- b. Then, we plot the heat map to check the correlations among the variables.
- c. Dropped the highly correlated dummy variables.

**Step 7: Model Building:**

- a. Using the Recursive Feature Elimination, we went ahead and detected the 20 top important features.
- b. Using the statistics generated, we recursively tried looking at the P-values in order to select the most significant values that should be present and dropped the insignificant values.
- c. Finally, we arrived at the 12 most significant variables. The VIF's for these variables were also found to be good.
- d. For our final model we checked the optimal probability cut off by finding points and checking the accuracy, sensitivity and specificity.
- e. We then plot the ROC curve for the features and the curve came out to be pretty decent with an area coverage of 80% which further solidified the model.
- f. Then, checked if 80% cases are correctly predicted based on the converted column.
- g. We checked the precision and recall with accuracy, sensitivity and specificity for our final model on train set.
- h. Next based on the precision and recall trade off we got a cut off value of approximately 0.5.
- i. Then we implement the learning to the test model and calculated the conversion probability based on the sensitivity and specificity metrics and found out the accuracy value to be 80.4%, Sensitivity=80.4% Specificity=80.5%.

**Step 8: Conclusion:**

- a. The lead score calculated in the test set of data shows the conversion rate of 80% on the final predicted model which clearly meets the expectation of CEO has given a ballpark of the target lead conversion rate to be 80%.
- b. Good value of sensitivity of our model will help to select the most promising leads.
- c. Features which contribute more towards the probability of a lead getting converted are :
  - 1. Lead Origin\_Lead Add Form
  - 2. What is your current occupation \_Working Professional
  - 3. Total time Spend on Website