

SUMMARY REPORT

Lead Scoring Case Study: Understanding Lead Behaviour to Predict Conversion

Lead scoring is a process of ranking leads based on their likelihood of converting into customers. It is a valuable tool for businesses of all sizes, as it can help them to focus their sales and marketing efforts on the most promising leads.

This case study will explore the various parameters that can be used to predict the likelihood of a lead getting converted into a customer, as well as the impact of these features on the conversion rate. The study will also include visualizations and analysis of the data to understand the relationship between the features and the conversion rate.

A number of different parameters can be used to predict the likelihood of a lead converting into a customer. Some of the most common parameters include:

- ☐ Lead origin: Where did the lead come from? Leads from certain sources, such as referrals or website visitors who have downloaded whitepapers, are more likely to convert than others.
- ☐ Lead source: How did the lead become aware of your company? Leads from certain sources, such as paid advertising or organic search, are more likely to convert than others.
- ☐ Total visits: How many times has the lead visited your website? Leads who have visited your website multiple times are more likely to be interested in your product or service.
- ☐ Total time spent on the website: How much time has the lead spent on your website? Leads who have spent more time on your website are more likely to be interested in your product or service.
- ☐ Page views per visit: How many pages has the lead viewed on your website per visit? Leads who have viewed more pages on your website are more likely to be interested in your product or service.
- ☐ Last activity: When was the lead's last activity on your website? Leads who have been active recently are more likely to be interested in your product or service.
- ☐ Country: Where is the lead located? Leads from certain countries may be more likely to convert than others, depending on your target market.
- ☐ Specialization: What is the lead's specialization? Leads who have a specialization that is relevant to your product or service are more likely to convert.
- ☐ Occupation: What is the lead's occupation? Leads who have an occupation that is relevant to your product or service are more likely to convert.

Benefits of Lead Scoring:

Lead scoring offers a number of benefits to businesses, including:

- ☐ Increased conversion rates: By focusing on the leads who are most likely to convert, businesses can increase their conversion rates.
- ☐ Reduced sales costs: By prioritizing their leads, businesses can reduce their sales costs.
- ☐ Improved customer satisfaction: By providing a more personalized experience to each lead, businesses can improve their customer satisfaction.

How to Implement Lead Scoring:

To implement lead scoring, businesses need to:

- ☐ Identify the parameters that are most important to their conversion rate.
- ☐ Assign a weight to each parameter.
- ☐ Develop a scoring model that takes into account the weight of each parameter.
- ☐ Score each lead based on the scoring model.
- ☐ Prioritize leads based on their score.

Conclusion:

Lead scoring is a powerful tool that can help businesses to increase their conversion rates, reduce their sales costs, and improve their customer satisfaction. By following the steps outlined above, businesses can implement lead scoring and start to see the benefits.

Recommendations:

- ☐ As these leads are more likely to convert, the company should call the leads from the "Welingak Websites" and "Reference" lead sources.
- ☐ Because "working professionals" are more likely to convert, the business should call such leads.
- ☐ The business should call leads who spend "more time on the websites" because they are more likely to convert.
- ☐ The business should call the leads obtained from the "Olark Chat" lead sources since they are more likely to convert.
- ☐ The business should call leads whose most recent activity was sending an SMS because they are more likely to convert.
- ☐ Why The business shouldn't call leads whose most recent activity was a "Olark Chat Conversation" because they are unlikely to convert.
- ☐ Because "Landing Page Submission" leads are unlikely to convert, the business should refrain from calling them.
- ☐ Because the leads with the Specialization of "Others" are unlikely to convert, the company shouldn't call them.
- ☐ Because the leads who selected "Do not email" as "yes" are unlikely to convert, the business shouldn't phone them.