

Lead Scoring Case Study Using Logistic Regression

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Problem Statement

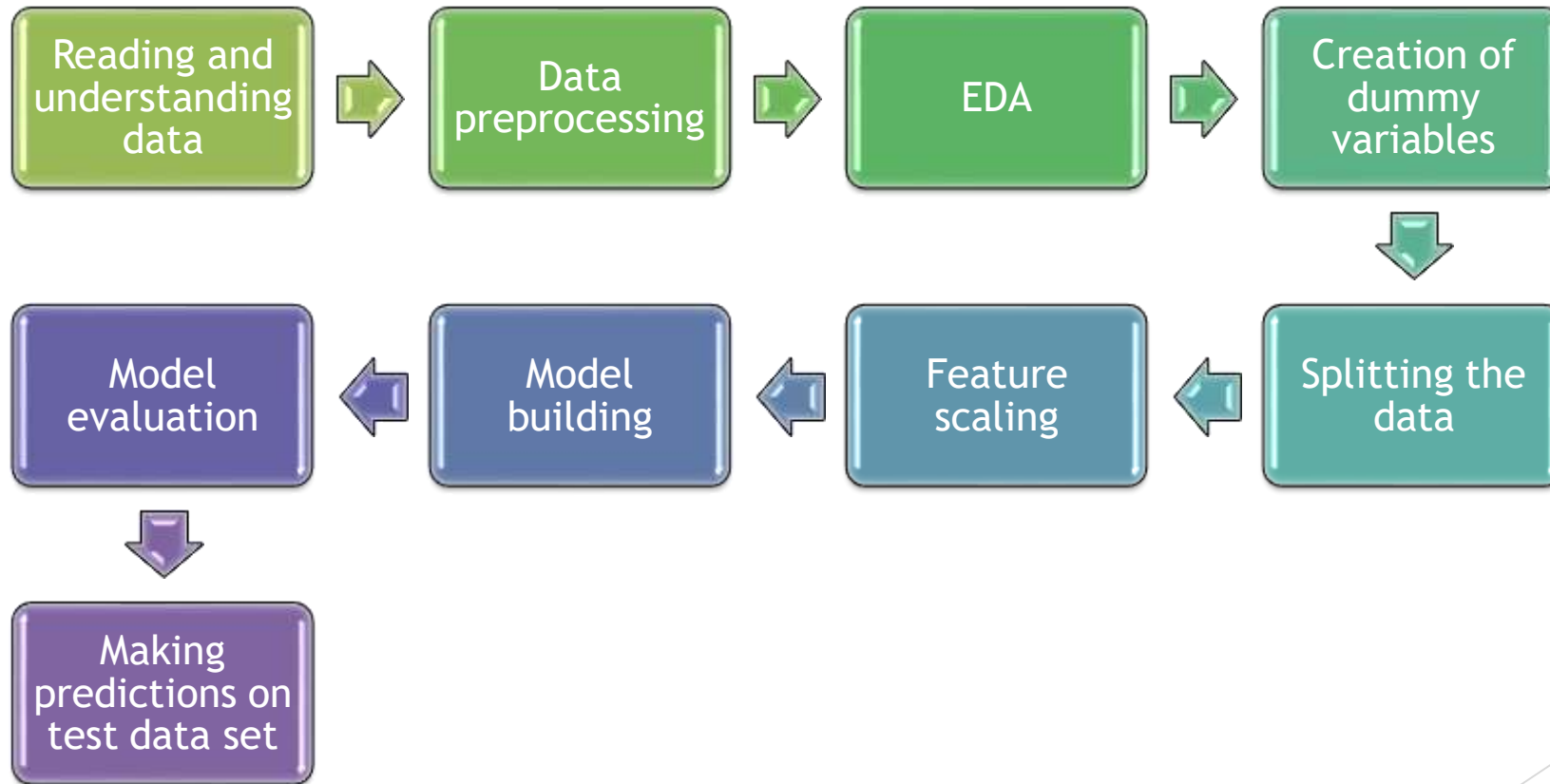
- ▶ An education company named X Education sells online courses to industry professionals. On any given day, many professionals who are interested in the courses land on their website and browse for courses. Once these people land on the website, they might browse the courses or fill up a form for the course. When these people fill up a form providing their email address or phone number, they are classified to be a lead.
- ▶ Once these leads are acquired, employees from the sales team start making calls, writing emails, etc. Through this process, some of the leads get converted while most do not.
- ▶ The lead conversion rate of the company is very poor. To make the lead conversion process more proficient, the company wants to identify the 'Hot Leads'.
- ▶ This will help the company to increase the conversion rate as the sales team will put more effort on converting the hot leads.



Business objective

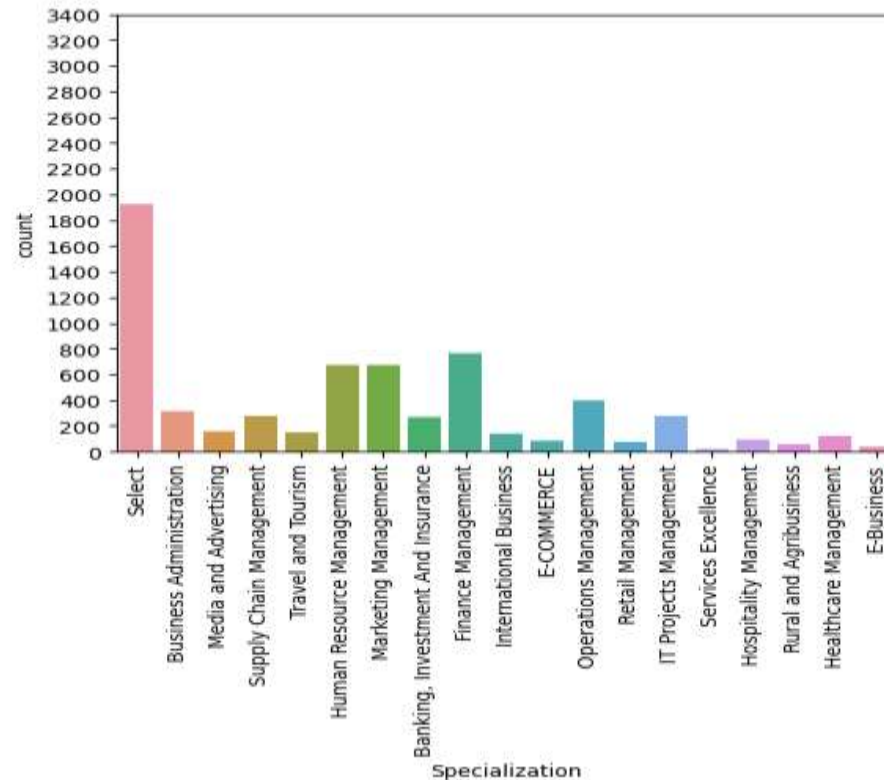
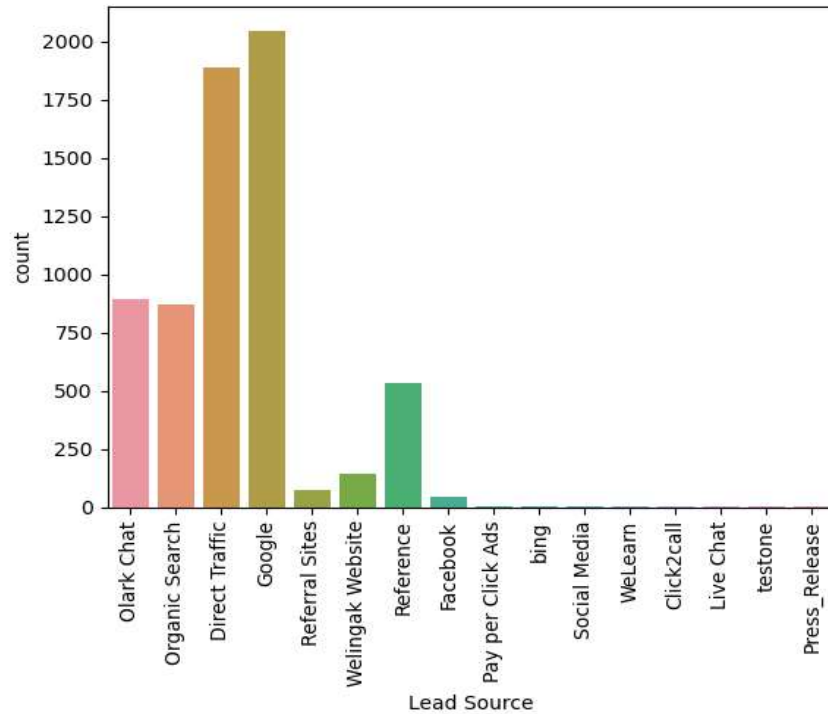
- ▶ The company wants us to build a model, wherein the customer with high lead score have high chances of conversion and vice versa.
- ▶ The CEO has in particular given a target of 80%.

Problem approach



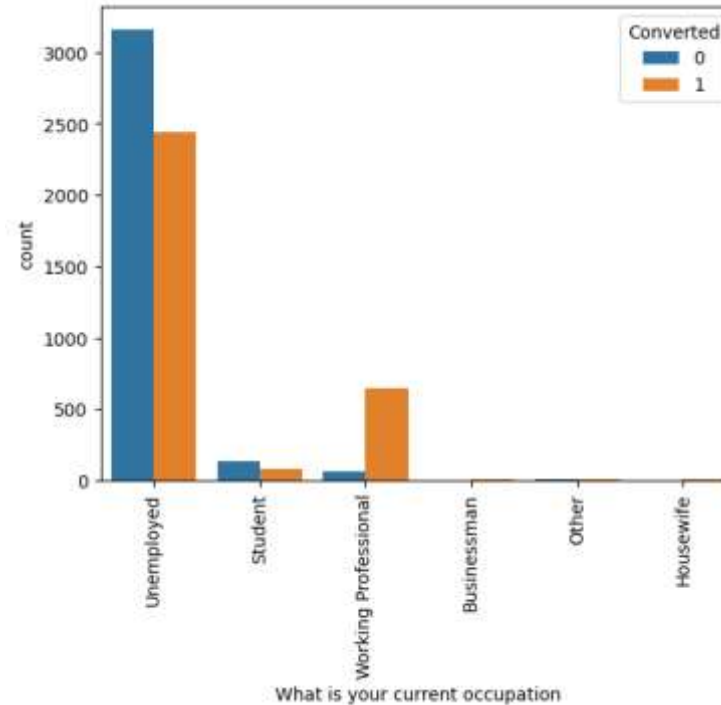
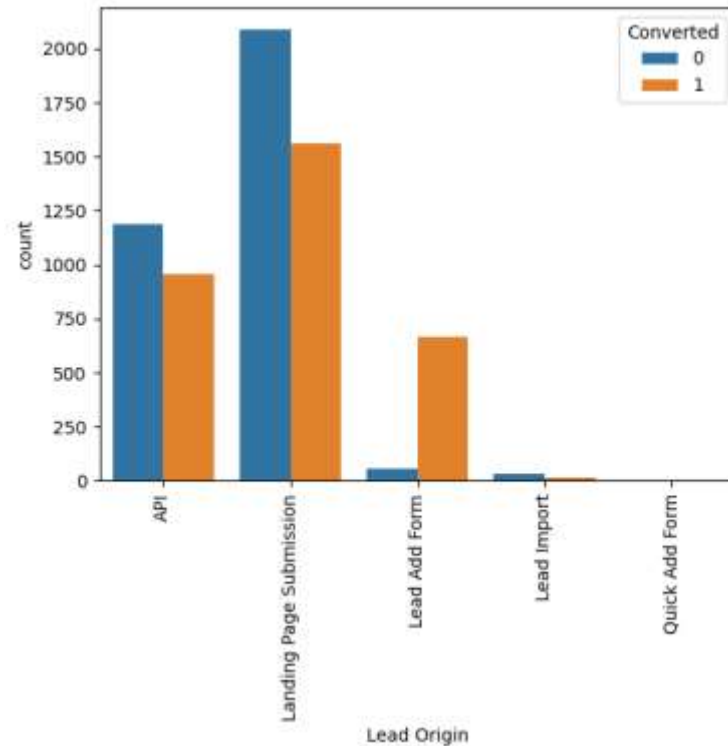
Lead source and specialization

- More leads came from google search.
- People having background in finance management and HR management are more likely to get converted.



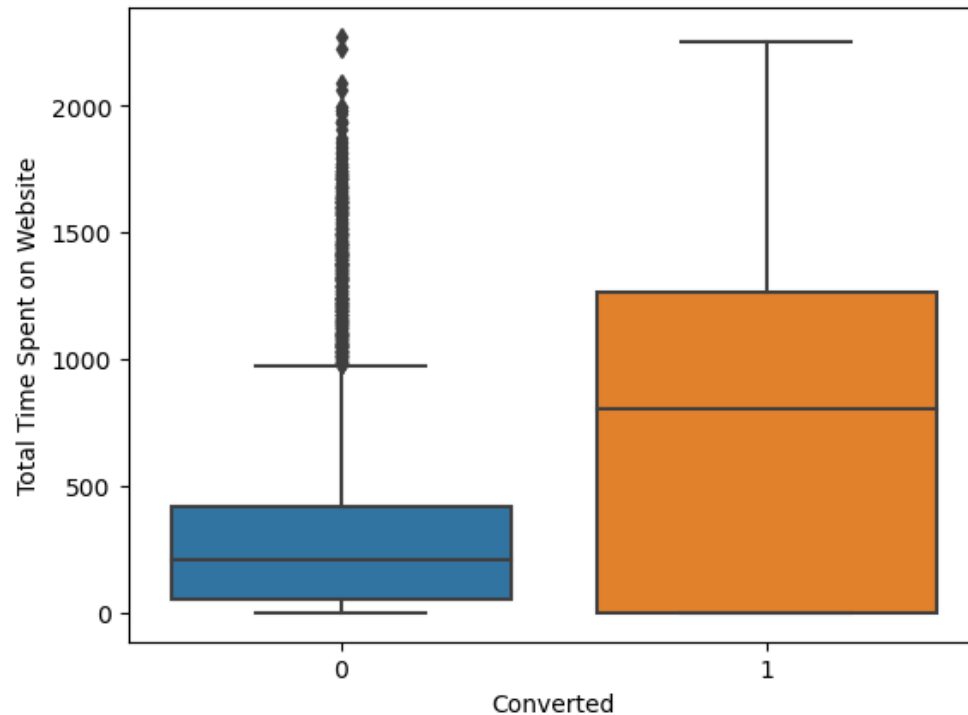
Lead origin and current occupation

- ▶ The people landing page submission are more likely to get converted.
- ▶ The unemployed people have high chances of getting converted.



Time spent on website

- ▶ The customers or leads who have spent more time on the website are much more interested and are more likely to get converted.



Observations

► Training data

- Accuracy - 78.7%
- Specificity - 83%
- Sensitivity - 73.8%

► Test data

- Accuracy - 78.9%
- Specificity - 80.2%
- Sensitivity - 77.6%

Conclusion

- ▶ It was observed from the study that leads originated from Lead page submission and API have high conversion rate.
- ▶ Leads having background in area of management have more chances of getting converted.
- ▶ A large number of leads or hot leads come from google and direct traffic.
- ▶ Of all leads the unemployed people and working professional have highest conversion rate.