Lead Scoring Case Study

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Problem Statement

An education company X has a **lead conversion** rate of **30%**

Their **products** are **online courses.**

Their target customers are **industry professionals.**

These courses are available on **website** and **search engines** like **google.**

Leads are the professionals who land on the website and show interest by giving certain details like **email id** or **contact number** by filling a **form**

Business Objective

The company wants to increase the **lead conversion rate**.

The CEO is targeting a lead conversion rate of around **80%**.

The company wants a logistic regression model to give **scores** to **leads**.

They want this model to be able to accommodate any changes provided by them in future.

Problem Approach

- Understanding the business and product first.

- Gathering information on the target customer group and current promotion strategy.

- Collecting data based on the key parameters.

- Cleaning the data and preparing it based on the requirement.

- Building a logistic regression model to identify leads with the highest conversion probability and evaluating the model.

- Identifying key parameters based on the study.

- Targeting the campaign based on the results through model and further study.

EDA
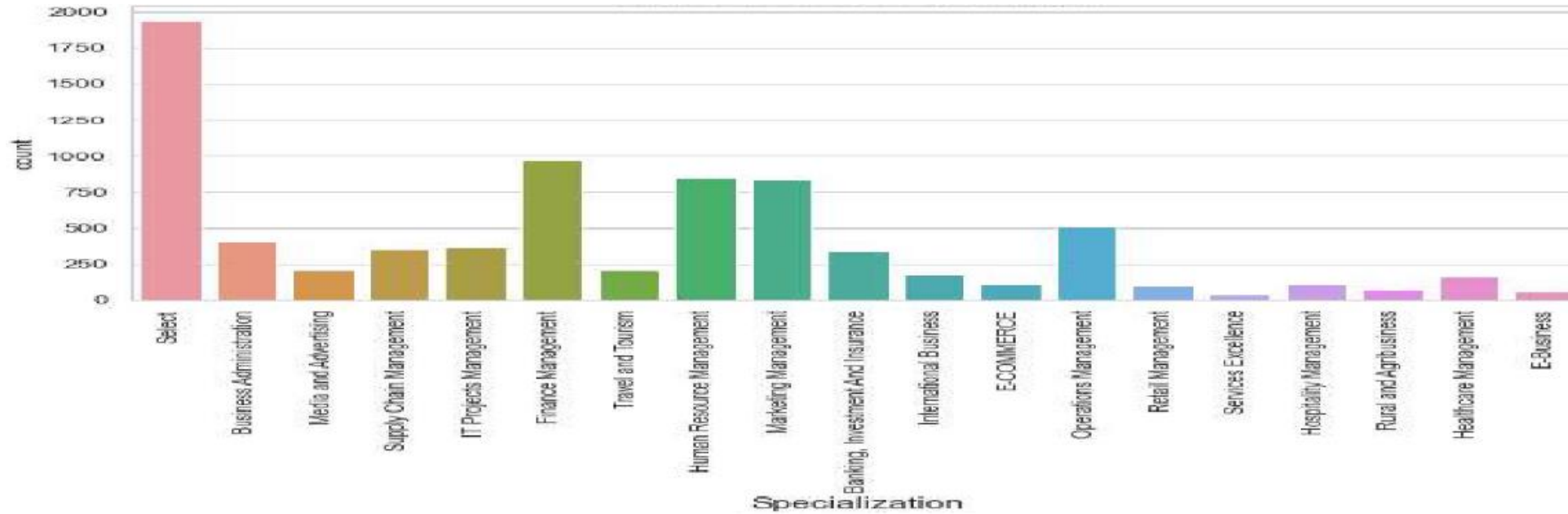
People from **HR Management, Finance Management, Marketing Management** and **Operation Management** have the highest conversion probability
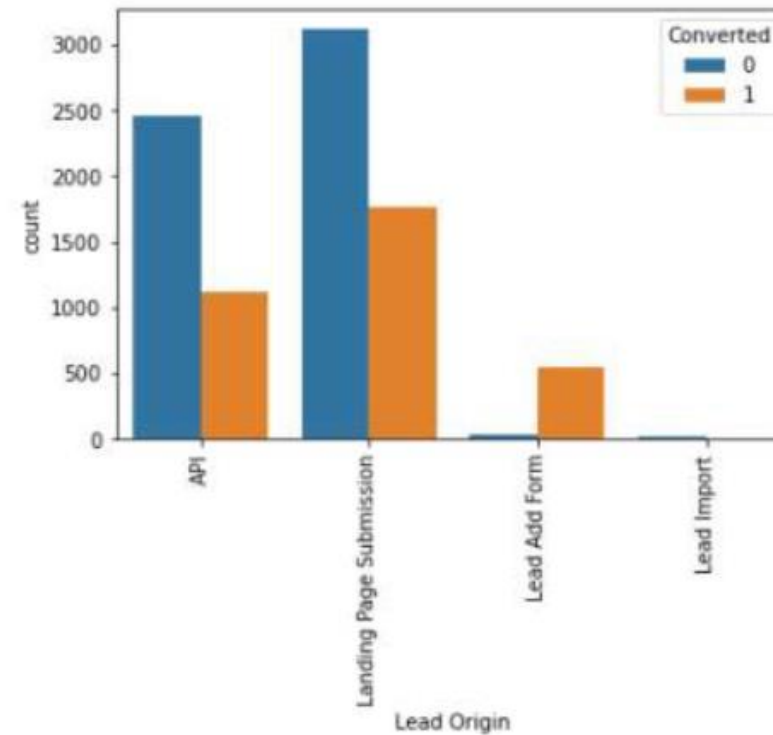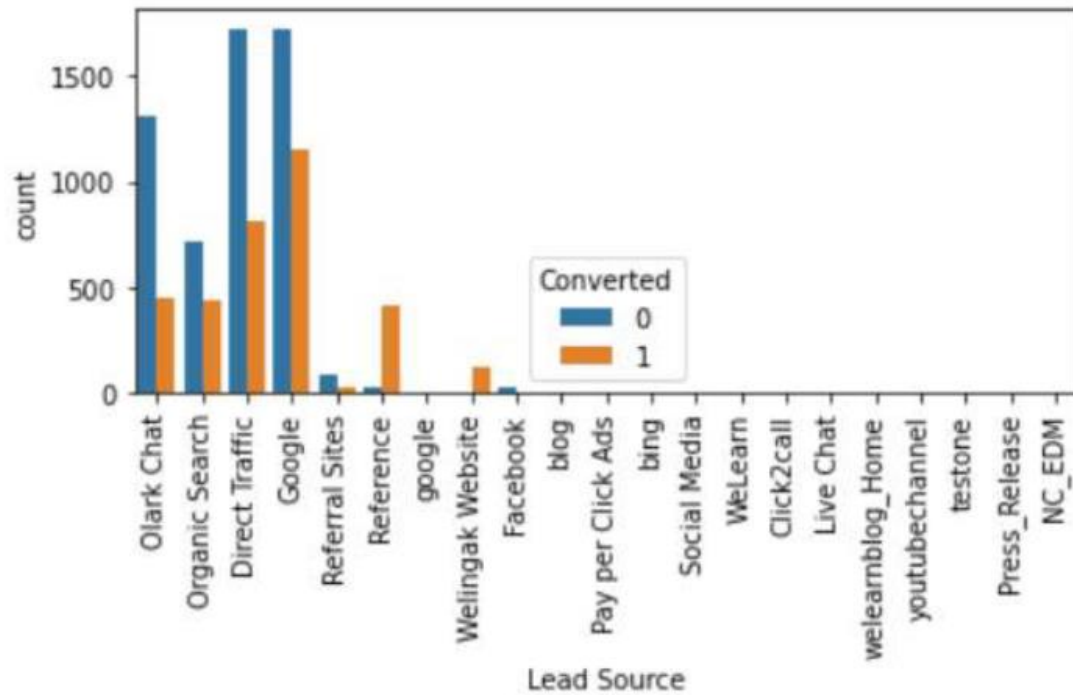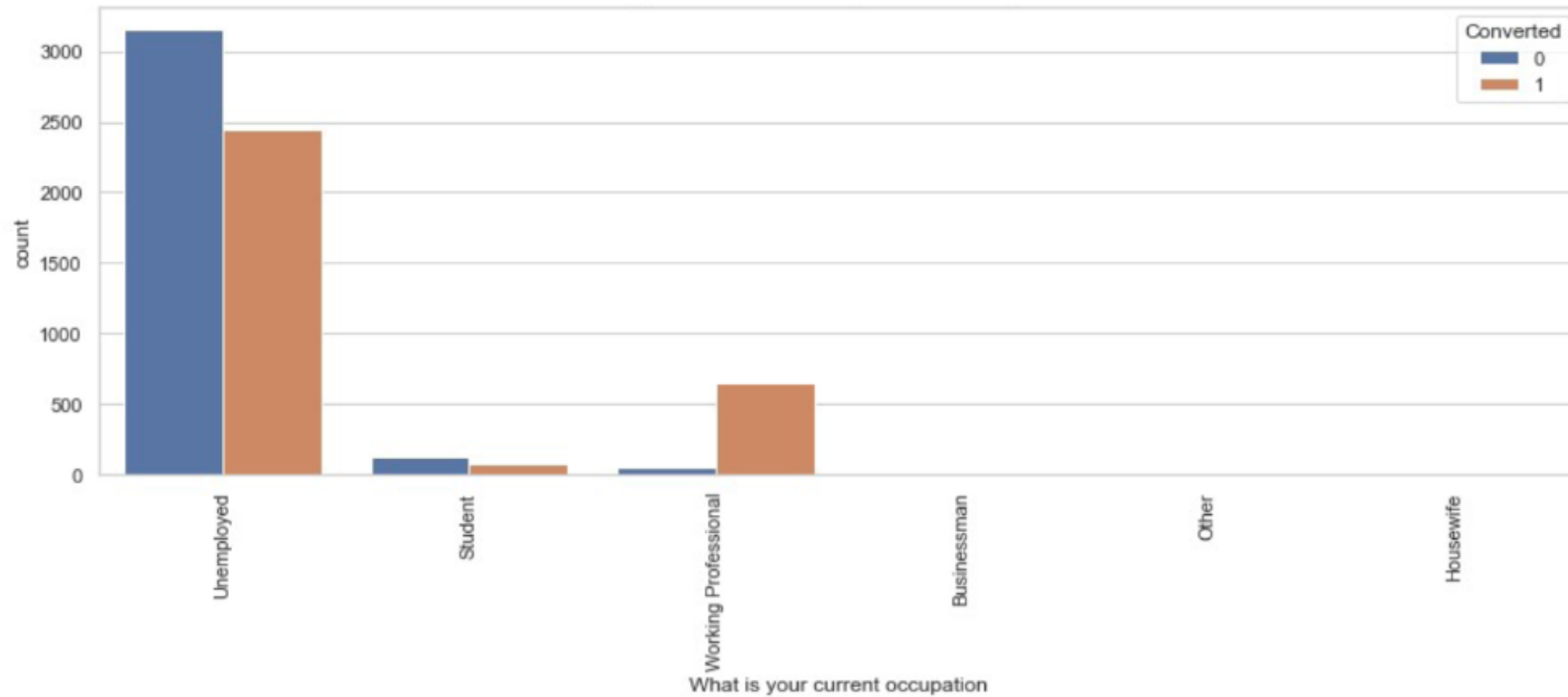
In terms of source, the **direct traffic** and leads that got through **google** have the highest conversion rate.
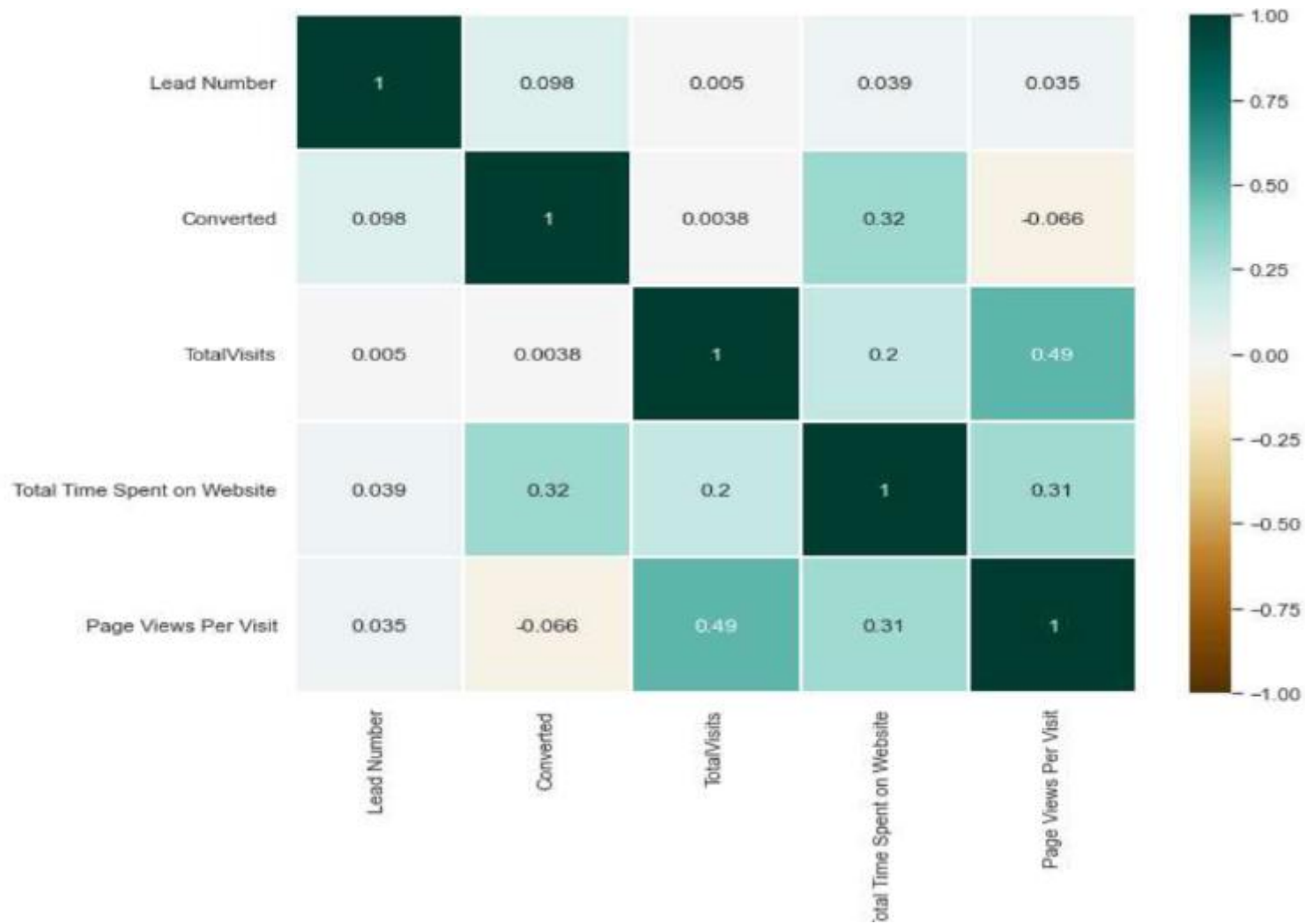
Talking about origin the most leads are converted from **landing page submission**, which is quiet obvious as well.
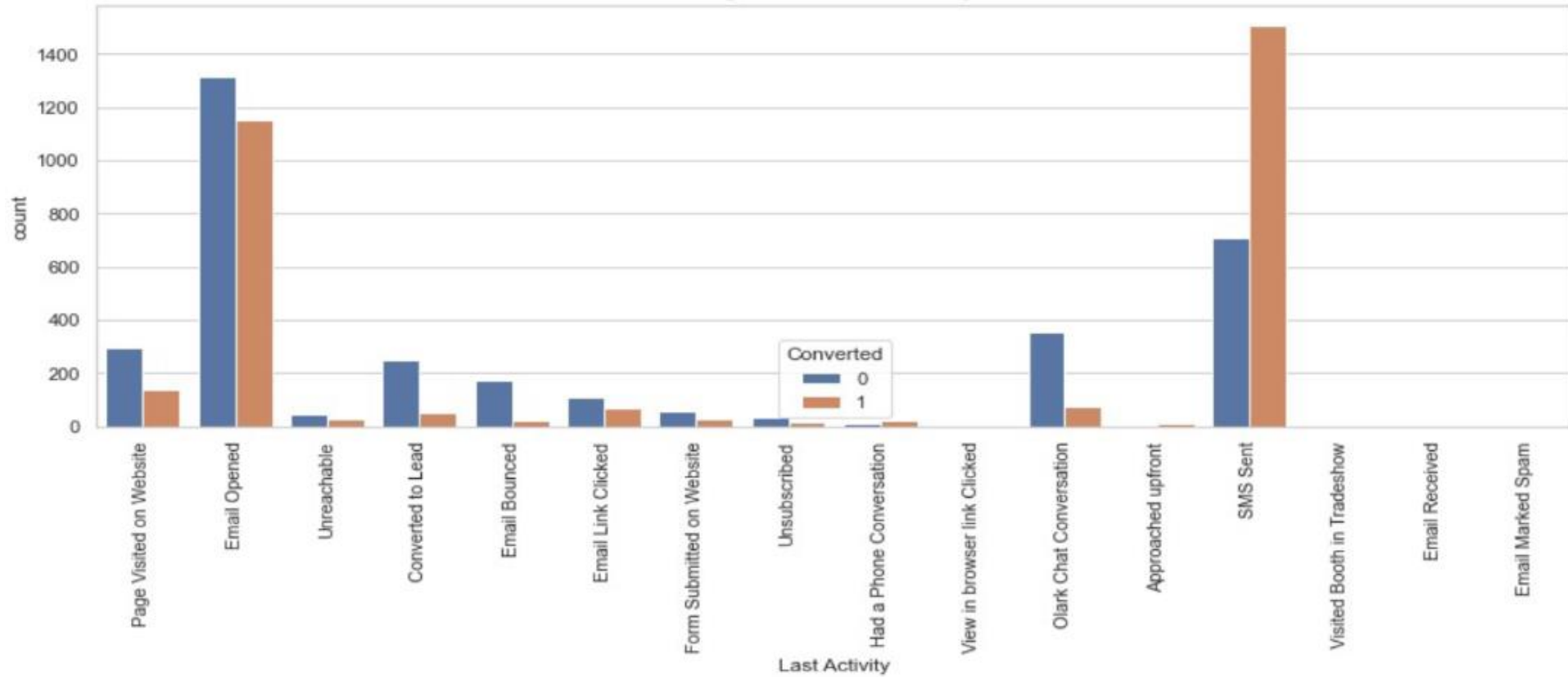
The people who opened the **e-mail** as well as those who were approached through **SMS** had the highest probability for conversion.

In terms of current occupation, the ones who are most likely to enrol are **Unemployed** and **Working Professionals**

Correlation matrix shows that the total time spent on the website is highly correlated with the conversion rate

Conclusion

The analysis and model suggests to focus more on unemployed leads.

Coming to working professionals, which has the second highest conversion probability, HR Management, Finance Management, Operation Management and Marketing Management should be targeted.

Now that we know the target groups the medium of target should be Emails and SMS as observed in the analysis.