

Lead Scoring Assignment Summary Report

- The total time spent on the Website is high: Leads who have spent more time on the website have converted
- Current Occupation is specified: Leads who are working professionals have high chances of getting converted. People who were looking for better prospects like Unemployed, students, Housewives and Business professionals were also good prospects to focus on.
- When the Lead origin was Lead Add form Leads who have responded/ or engaged through Lead Add Forms have had a higher chances of getting converted
- **Number of Total Visits were high** Leads who have made a greater number of visits have higher chances of getting converted.
- **When the last activity was SMS sent or Email opened** Members who have sent an SMS for enquiry or who have opened the email have a higher chance of getting converted.
- **Focus should be on improving lead conversion of** olark chat, organic search, direct traffic, and google leads and generate more leads from reference and welingak website.
- **We improve lead conversion of** API and Landing Page Submission origin and generate more leads from Lead Add Form.
- **Leads spending more time** on the website are more likely to be converted.
- **Website are to be made** more engaging to make leads spend more time.
- The company **should make calls** to the leads coming from the lead sources "Welingak Websites" and "Reference" as these are more likely to get converted.
- The company **should make calls** to the leads who are the "working professionals" as they are more likely to get converted.
- The company **should make calls** to the leads who spent "more time on the websites" as these are more likely to get converted.

- The company **should make calls** to the leads coming from the lead sources "Olark Chat" as these are more likely to get converted.
- The company **should make calls** to the leads whose last activity was SMS Sent as they are more likely to get converted.
- The company **should not make calls** to the leads whose last activity was "Olark Chat Conversation" as they are not likely to get converted.
- The company **should not make calls** to the leads whose lead origin is "Landing Page Submission" as they are not likely to get converted.
- The company **should not make calls** to the leads whose Specialization was "Others" as they are not likely to get converted.
- The company **should not make calls** to the leads who chose the option of "Do not Email" as "yes" as they are not likely to get converted.

Final Observation:

After comparing the values obtained for Train & Test:

Train Data:

- Accuracy : 92.29%
- Sensitivity : 91.70%
- Specificity : 92.66%

Test Data:

- Accuracy : 92.78%
- Sensitivity : 91.98%
- Specificity : 93.26%

The Model seems to predict the Conversion Rate very well and we should be able to give the CEO confidence in making good calls based on this model