



# Lead Scoring Case Study using logistic regression

**SUBMITTED BY :**  
RAHUL SHARMA  
SAGAR BADAVATH  
SAGARMOY SENGUPTA

# Contents

- ▶ **Problem statement**
- ▶ **Business Objective**
- ▶ **Problem approach**
- ▶ **EDA**
- ▶ **Correlations**
- ▶ **Model Evaluation**
- ▶ **Observations**
- ▶ **Conclusion**

# 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. They have process of form filling on their website after which the company that individual as 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 typical lead conversion rate at X education is around **30%**. Now, this means if, say, they acquire 100 leads in a day, only about 30 of them are converted. To make this process more efficient, the company wishes to identify the most potential leads, also known as Hot Leads.
- ▶ If they successfully identify this set of leads, the lead conversion rate should go up as the sales team will now be focusing more on communicating with the potential leads rather than making calls to everyone.

# Business Objective

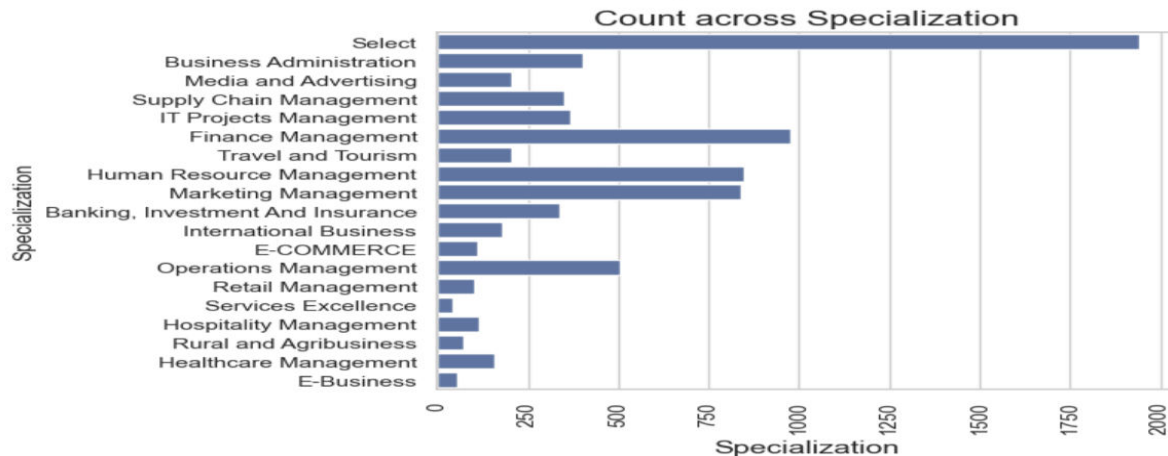
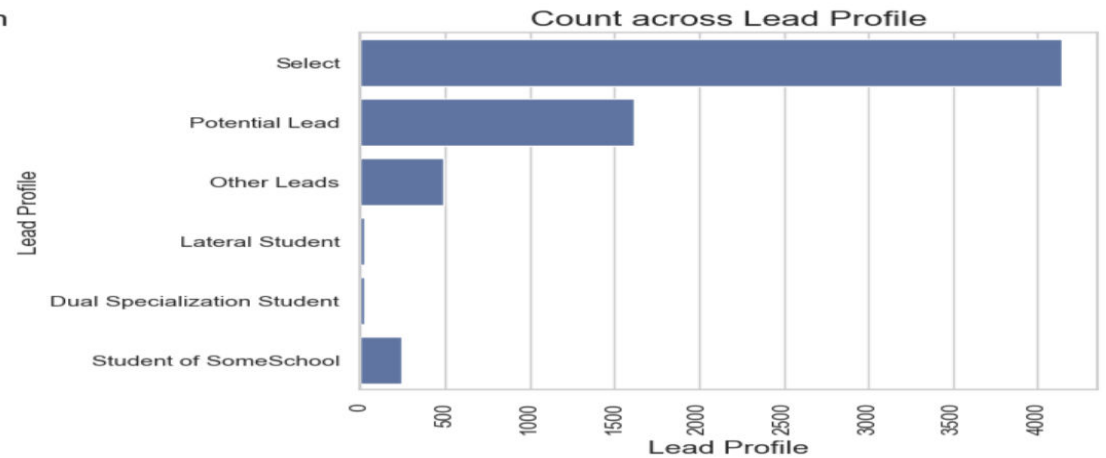
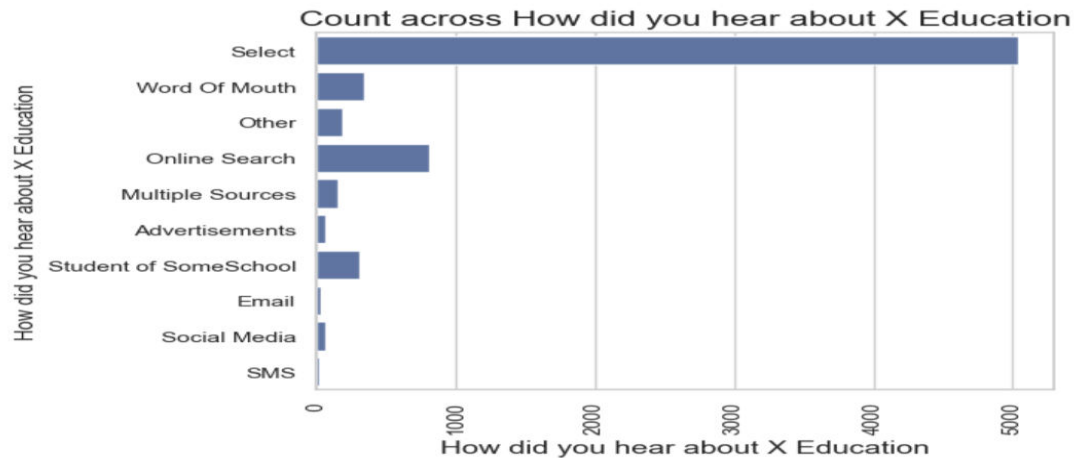
- ▶ X Education wants us to build a model to give every lead a lead score between 0 -100 . So that they can identify the Hot leads and increase their conversion rate as well.
- ▶ The CEO want to achieve a lead conversion rate of 80%.
- ▶ They want the model to be able to handle future constraints as well like Peak time actions required, how to utilize full man power and after achieving target what should be the approaches.

# Problem Approach

- ▶ Importing the data and inspecting the data frame
- ▶ Data preparation
- ▶ EDA
- ▶ Dummy variable creation
- ▶ Test-Train split
- ▶ Feature scaling
- ▶ Correlations
- ▶ Model Building (RFE R-squared VIF and p-values)
- ▶ Model Evaluation
- ▶ Making predictions on test set

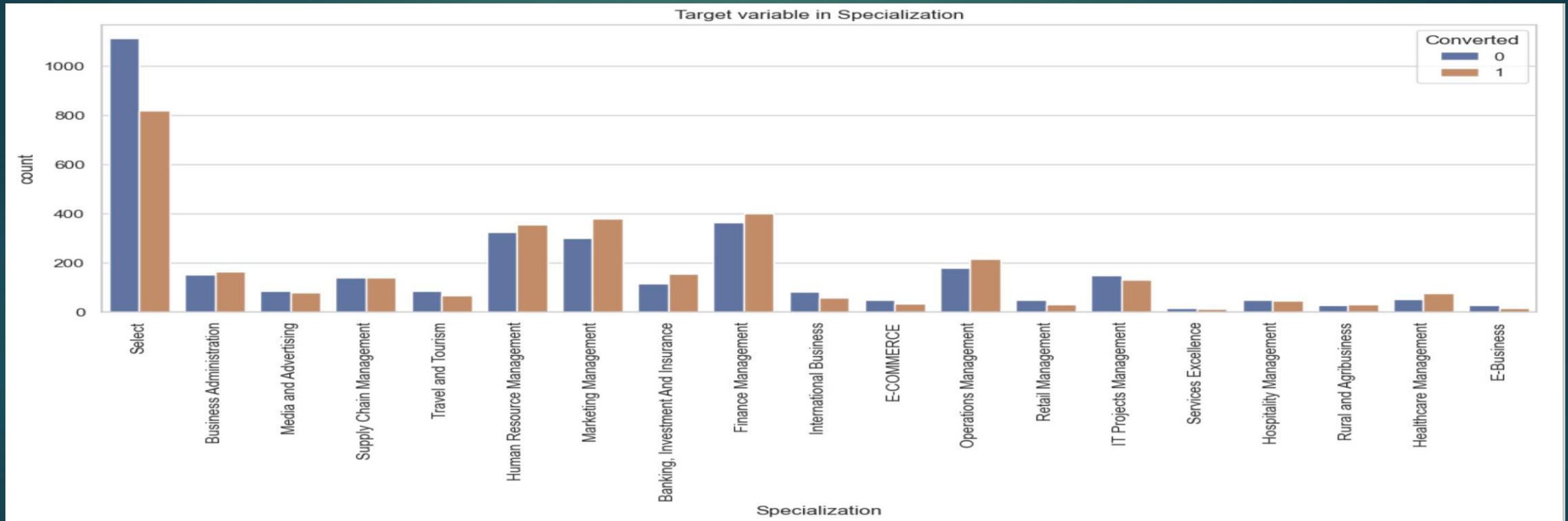
# EDA - Data Cleaning

There are a few columns in which there is a level called 'Select' which are taken care



# EDA-Data Analysis

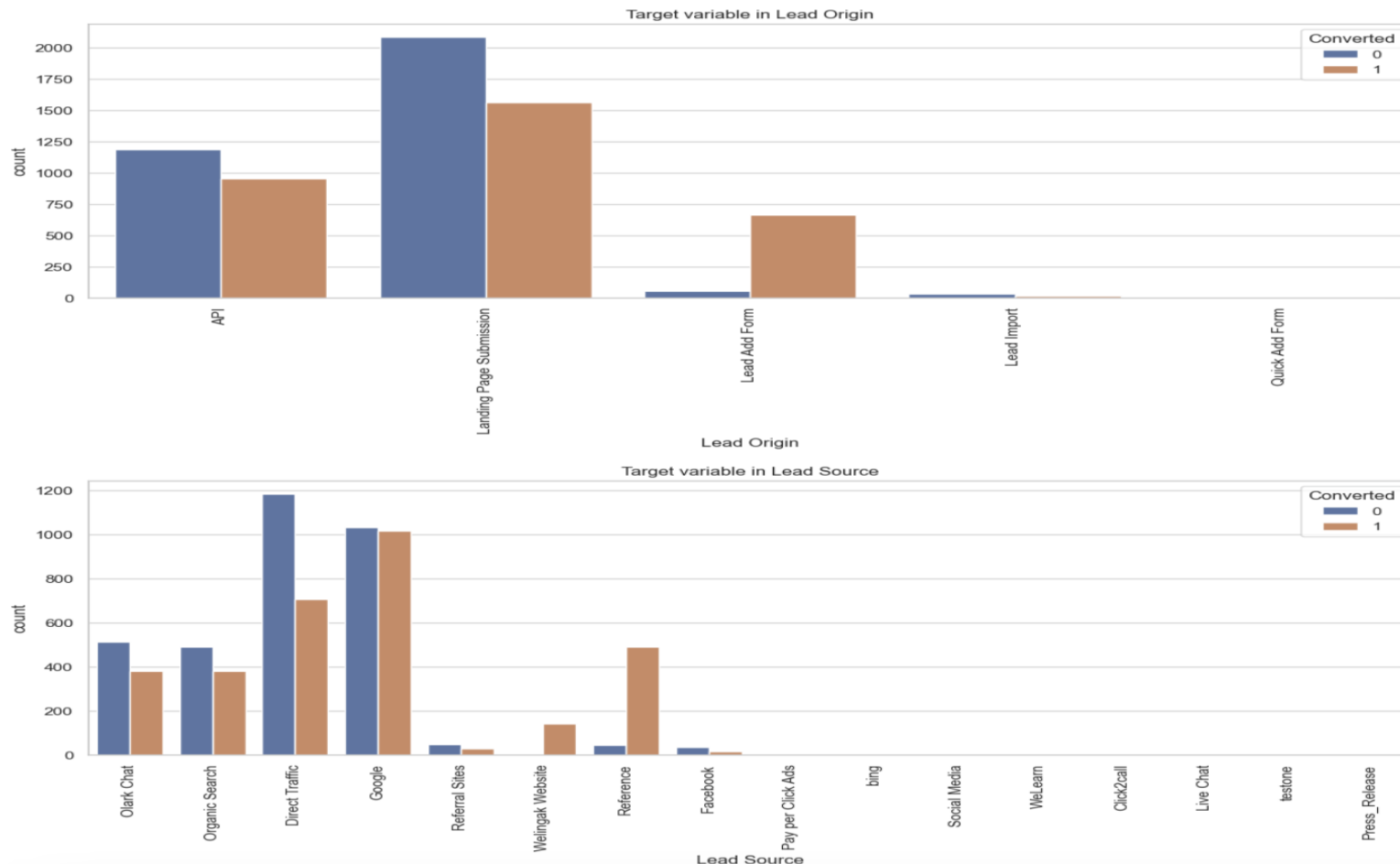
## Specialization



Leads from HR, Finance & Marketing management specializations are having high probability to convert.

# EDA-Data Analysis

## Lead Source & Lead origin



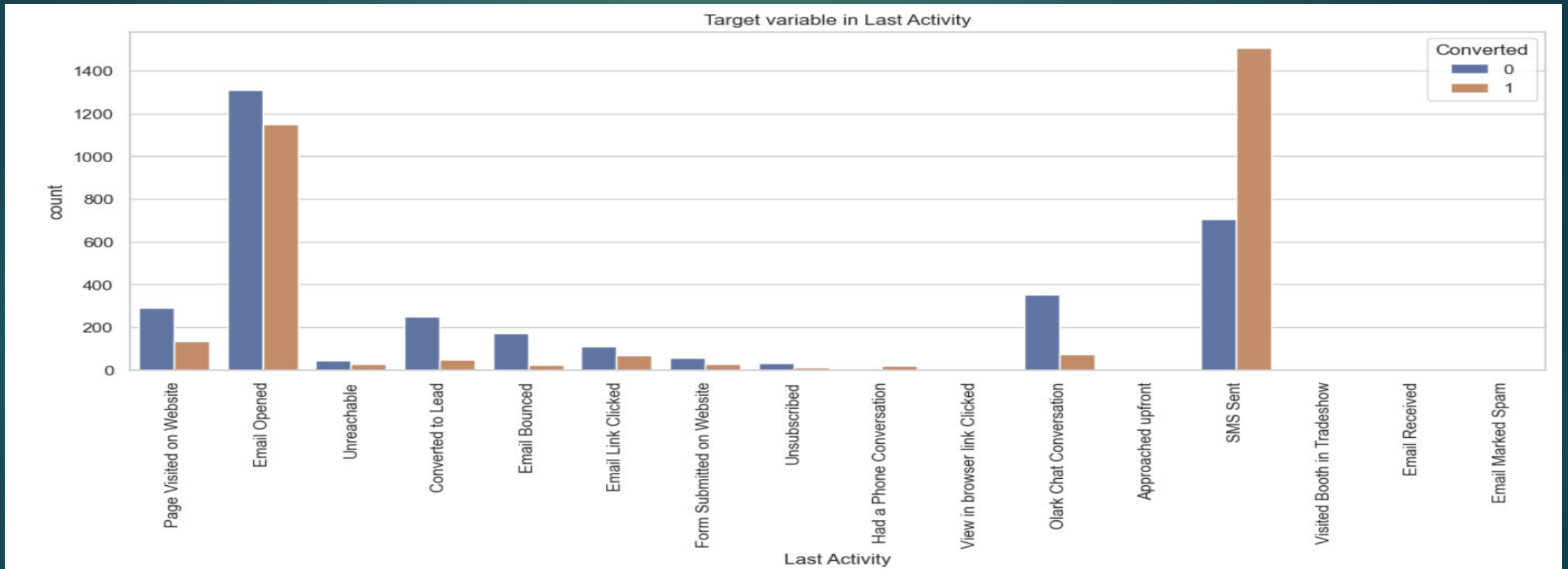
In lead source the leads through google & direct traffic have high probability to convert.

Whereas in Lead origin most number of leads are landing on submission.



# EDA-Data Analysis

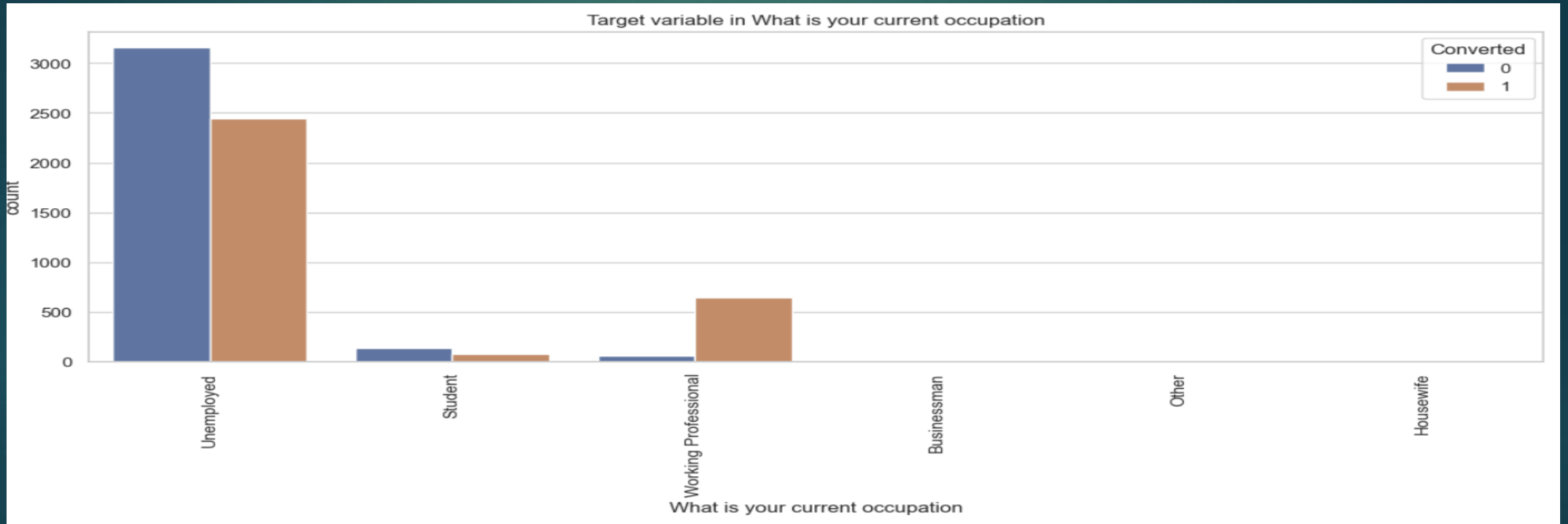
## Last lead Activity



Leads which are opening email have high probability to convert, Same as Sending SMS will also benefit.

# EDA-Data Analysis

## What is Your Occupation



Leads which are Unemployed are more interested to join the course than others.

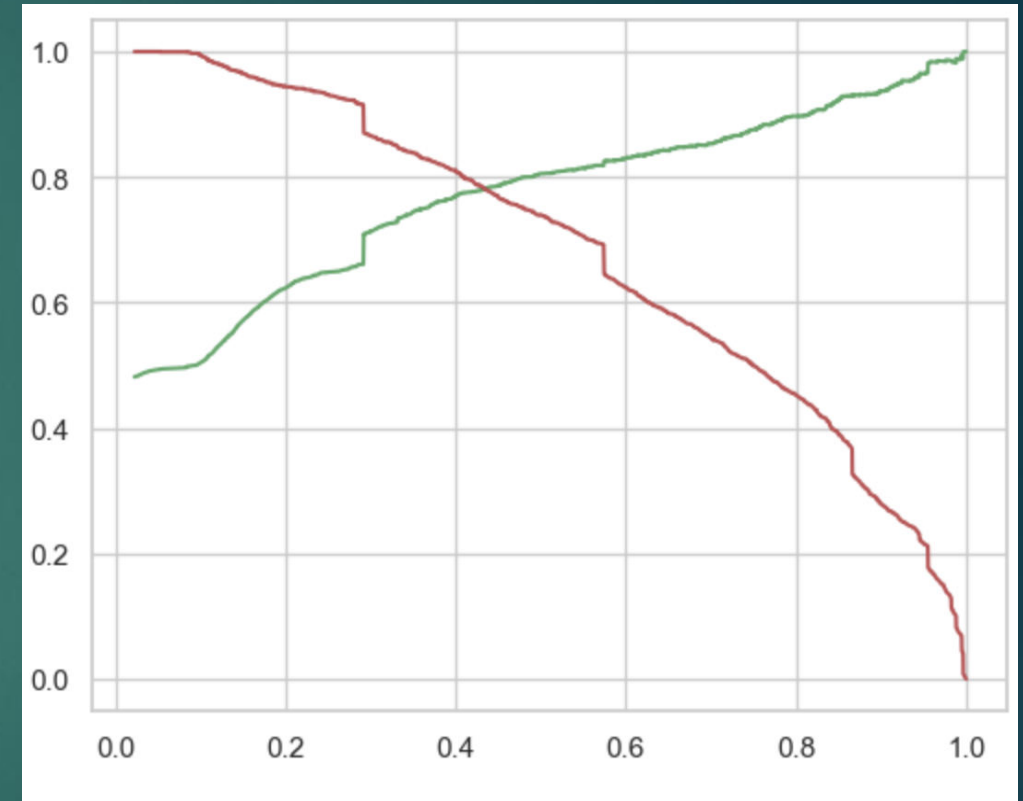
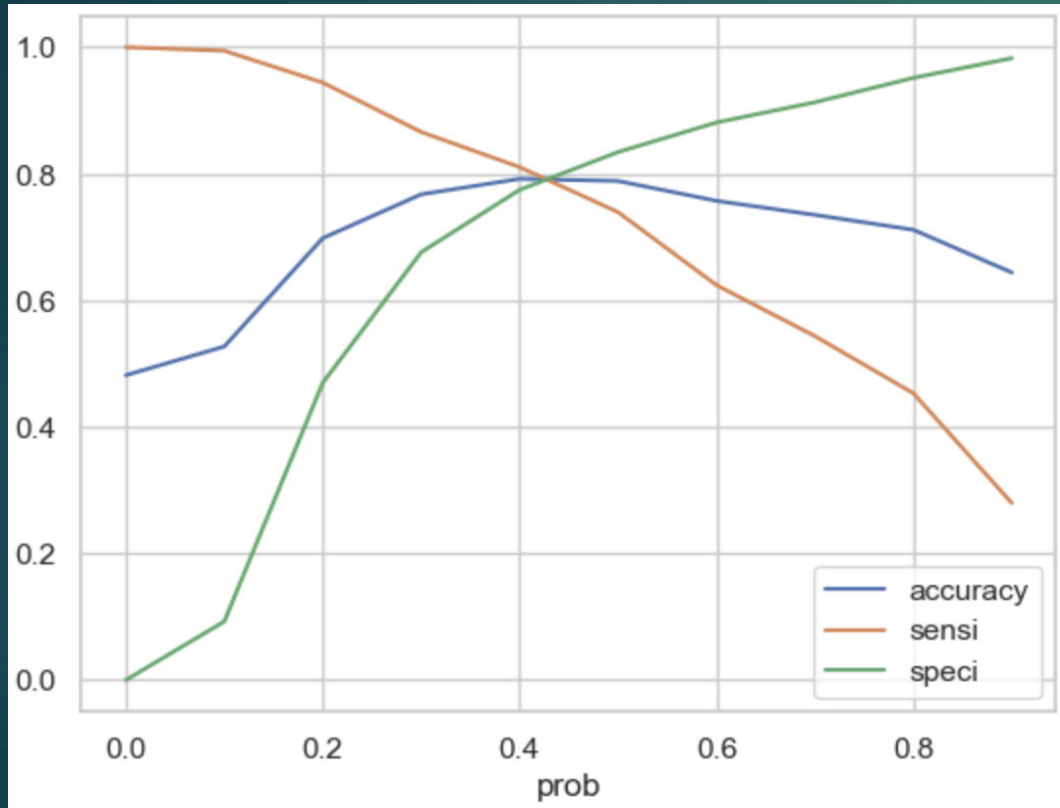
# Correlation

There is no correlation between the variables.



# Model Evaluation

## ROC CURVE



**0.42 is the tradeoff between Precision and Recall -**

Thus we can safely choose to consider any Prospect Lead with Conversion **Probability higher than 42 %** to be a hot Lead

# Observations

## Train Data:

- ▶ Accuracy : 79%
- ▶ Sensitivity : 79%
- ▶ Specificity : 79%

## Test Data:

- ▶ Accuracy : 78%
- ▶ Sensitivity : 78%
- ▶ Specificity : 79%

## Final Features list:

- ▶ Lead Source\_Olark Chat
- ▶ Specialization\_Others
- ▶ Lead Origin\_Lead Add Form
- ▶ Lead Source\_Welingak Website
- ▶ Total Time Spent on Website
- ▶ Lead Origin\_Landing Page Submission
- ▶ What is your current occupation\_Working Professionals
- ▶ Do Not Email

# Conclusion

- ▶ We see that the conversion rate is 30-35% (close to average) for API and Landing page submission. But very low for Lead Add form and Lead import. Therefore we can intervene that we need to focus more on the leads originated from API and Landing page submission.
- ▶ We see max number of leads are generated by google / direct traffic. Max conversion ratio is by reference and welingak website.
- ▶ Leads who spent more time on website, more likely to convert.
- ▶ Most common last activity is email opened. highest rate = SMS Sent. Max are unemployed. Max conversion with working professional.