

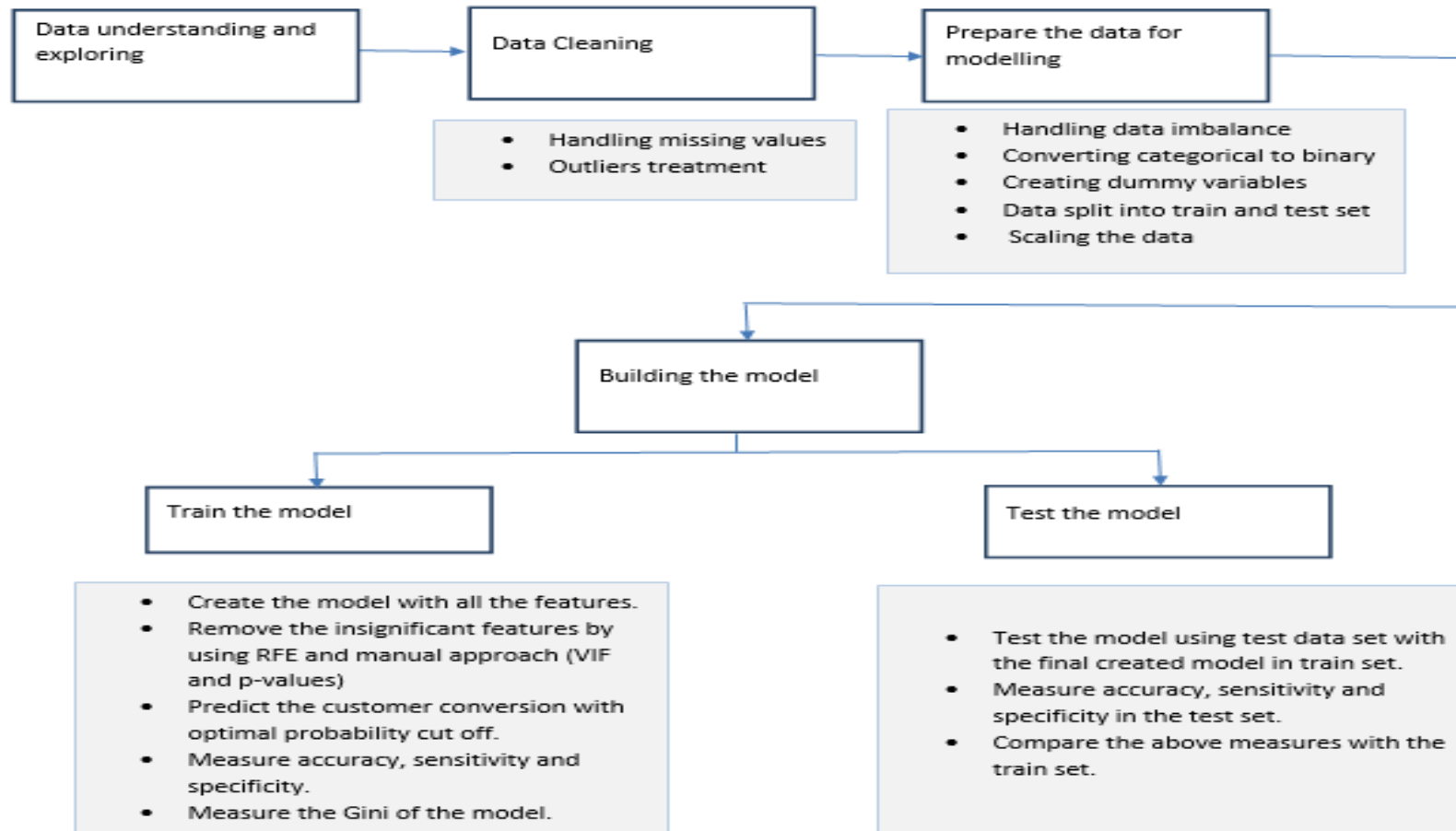
# Lead Scoring Case Study

By Sahidul Shaikh & Kannan Chandrasekaran

## Problem statement:-

Identify the set of leads of X Education so that the lead conversion rate should go up and the sales team of the company focus more on communication with the potential leads rather than making calls to every customer.

## Analysis approach:-

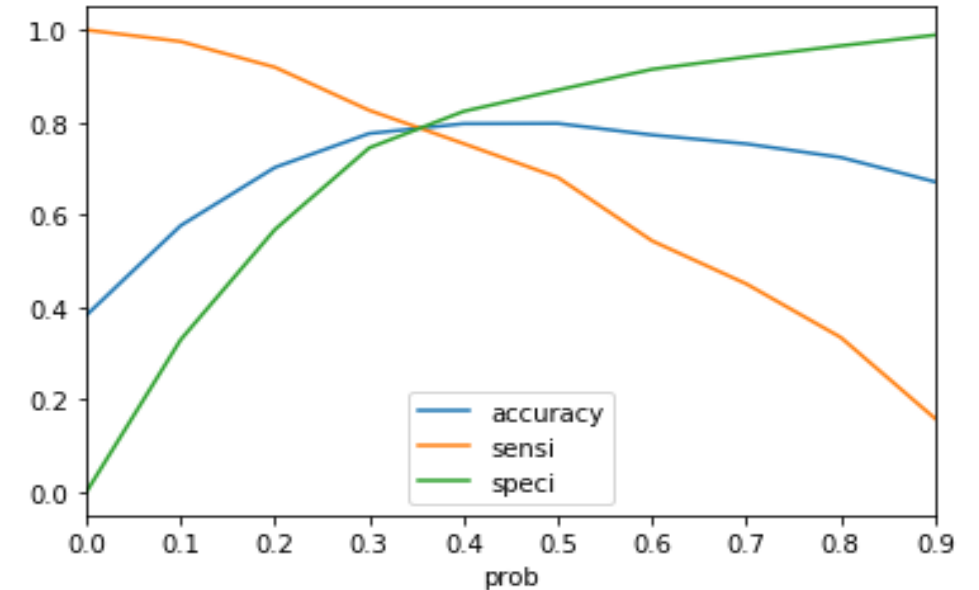


# Model features

Features	Coefficient	Impacts (On decreasing order)
Lead Source_Welingak Website	4.5256	Positive
Lead Source_Reference	3.1268	Positive
Last Activity_Olark Chat Conversation	-2.8298	Negative
Last Activity_Converted to Lead	-2.4484	Negative
Last Activity_Form Submitted on Website	-1.9713	Negative
Last Activity_Email Bounced	-1.8597	Negative
Last Activity_Email Link Clicked	-1.6500	Negative
Last Activity_Page Visited on Website	-1.5718	Negative
Do Not Email	-1.3403	Negative
Lead Source_Direct Traffic	-1.3241	Negative
Lead Source_Referral Sites	-1.2794	Negative
Total Time Spent on Website	1.1267	Positive
Last Activity_Email Opened	-1.1030	Negative
Lead Source_Organic Search	-1.0773	Negative
Lead Source_Google	-0.9545	Negative

# Evaluation matrix

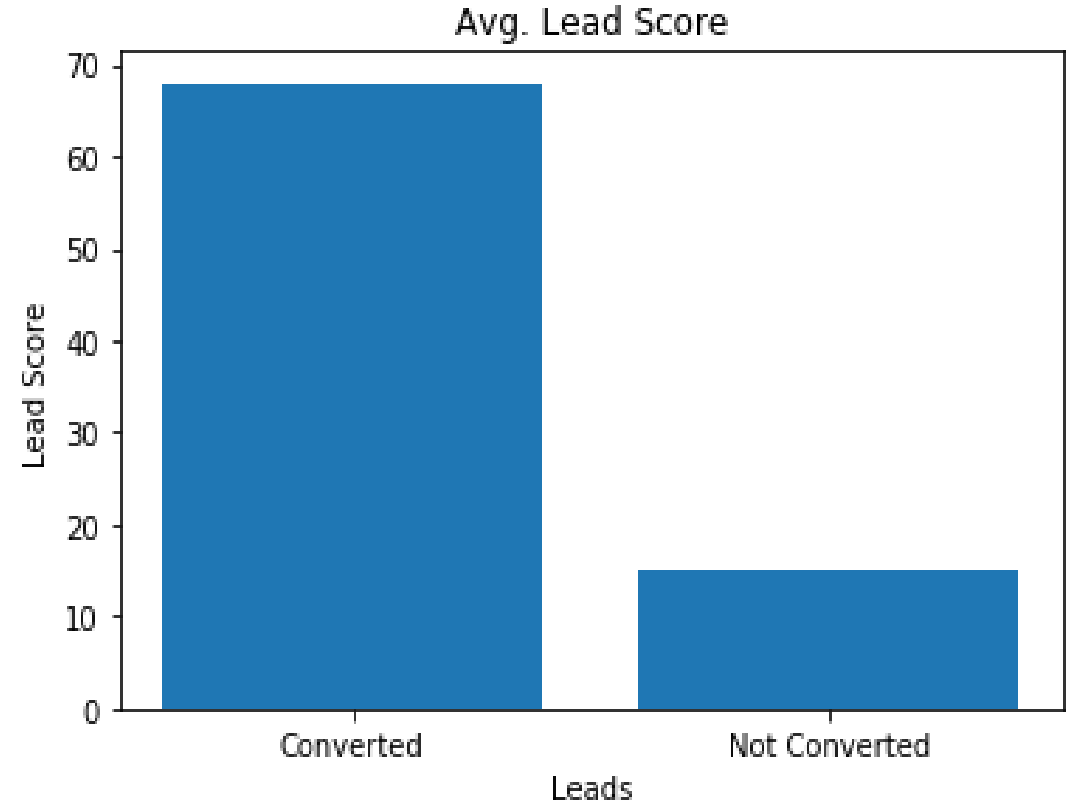
Measures	Train set	Test set
Accuracy	0.79	0.79
Sensitivity (No. of correctly predicted YES)	0.79	0.79
Specificity (No. of correctly predicted NOs)	0.78	0.78
Gini (ROC curve area)	0.86	



- The optimal predicted probability for a customer being converted is 0.35.
- The model has good accuracy, sensitivity and specificity.
- There is a balance among accuracy, sensitivity and specificity.

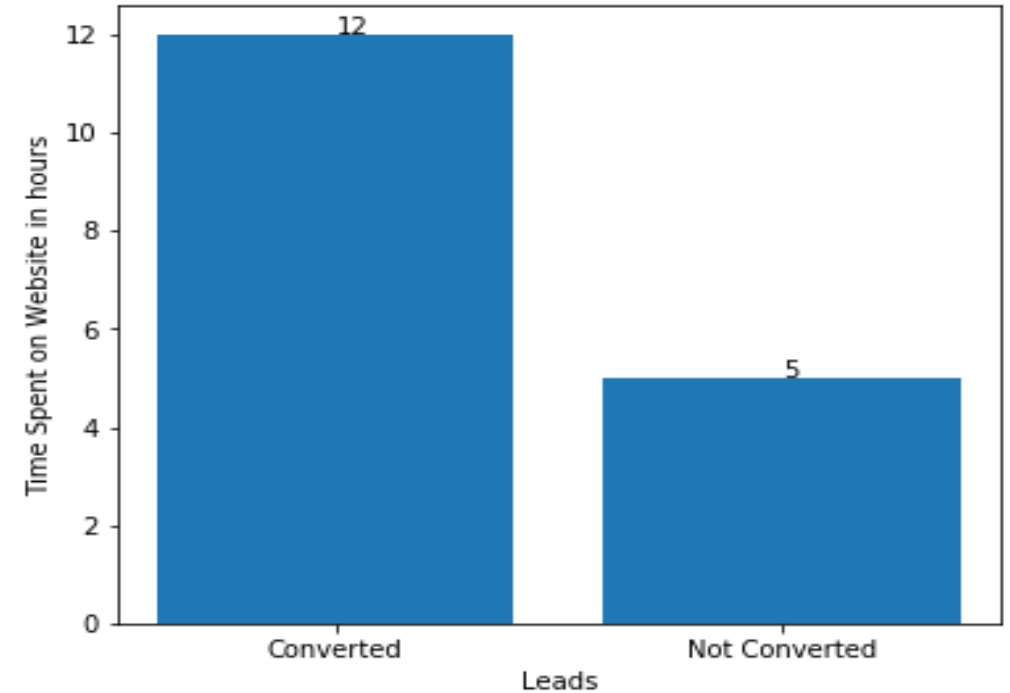
# Lead Score

- The Lead Score, which ranges from 0 to 100, indicates the probability of the customer being converted or not.
- Higher the Lead Score, more the customers likely to be converted.
- The average Lead Score for the customers likely to be converted is 68.
- The average Lead Score for the customers not likely to be converted is 15.



# Average Total Time Spent on Website

- The average total time spent on the website for the converted customers is 12 hrs.
- The average total time spent on the website for the not converted customers is 5hrs.



# Business recommendation for higher conversion rate

## **Highly likely to be converted leads:-**

1. Lead score more than 68.
2. Total time spent on website more than 12 hrs.
3. Lead source Welingak Website and Reference.

## **Very less likely to be converted leads :-**

1. Customers opted for 'Do not email' option.
2. Lead score less than 15.
3. Total time spent on website less than 5 hrs.
4. Lead source Direct Traffic, Referral Sites, Organic Search and Google.
5. Last activity of the customers is any of 'Olark chat conversation', 'page visited on the website', 'Email bounced', 'Form submitted on website', 'Email link clicked'.

Thank you !