# LOGISTIC REGRESSION

LEAD SCORING CASE STUDY

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LEAD SOURCE:

1. **Google and Direct traffic** provides the **Maximum** number

of leads to us.

2. Conversion Rate of **'Reference Leads'** and **'Leads through**

welingak website' is **High**.

To **Improve** overall lead conversion rate:

❖ Focus should be on **improving lead conversion** of "*olark*

chat, organic search, direct traffic, and google leads "

❖ **Generate more leads** from "*reference and welingak website*".
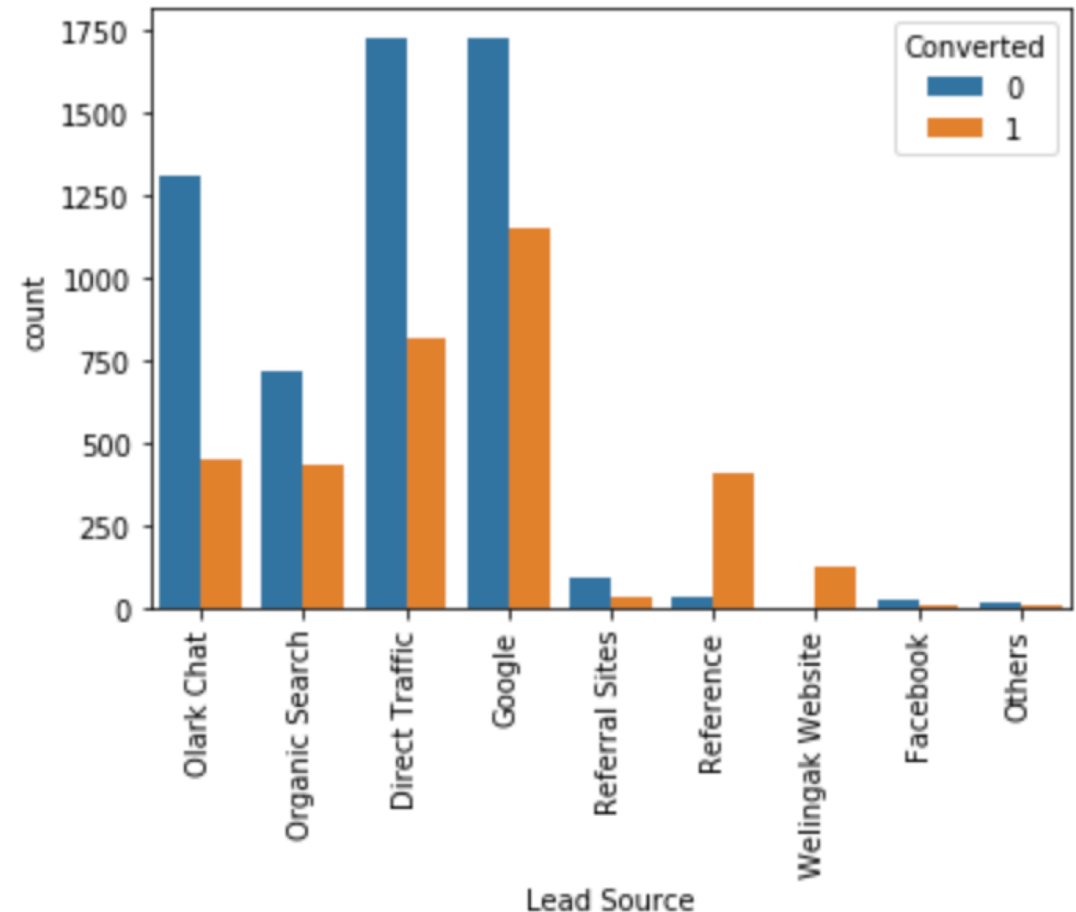
LEAD ORIGIN :

➢ **'API'** and '**Landing Page Submission**' have *30-35%* **conversion rate** but count of lead originated from them are considerable.

➢ **'Lead Add Form**' has more than 90% conversion rate but count of lead are **Not very High**.

➢ *'Lead Import'* are very less in count to infer.

To **Improve** 'Lead conversion rate' by:

1. Focus on *'API'* and '*Landing Page Submission'* **conversion.**

2. **Generate More Leads** from '*Lead Add Form*'.
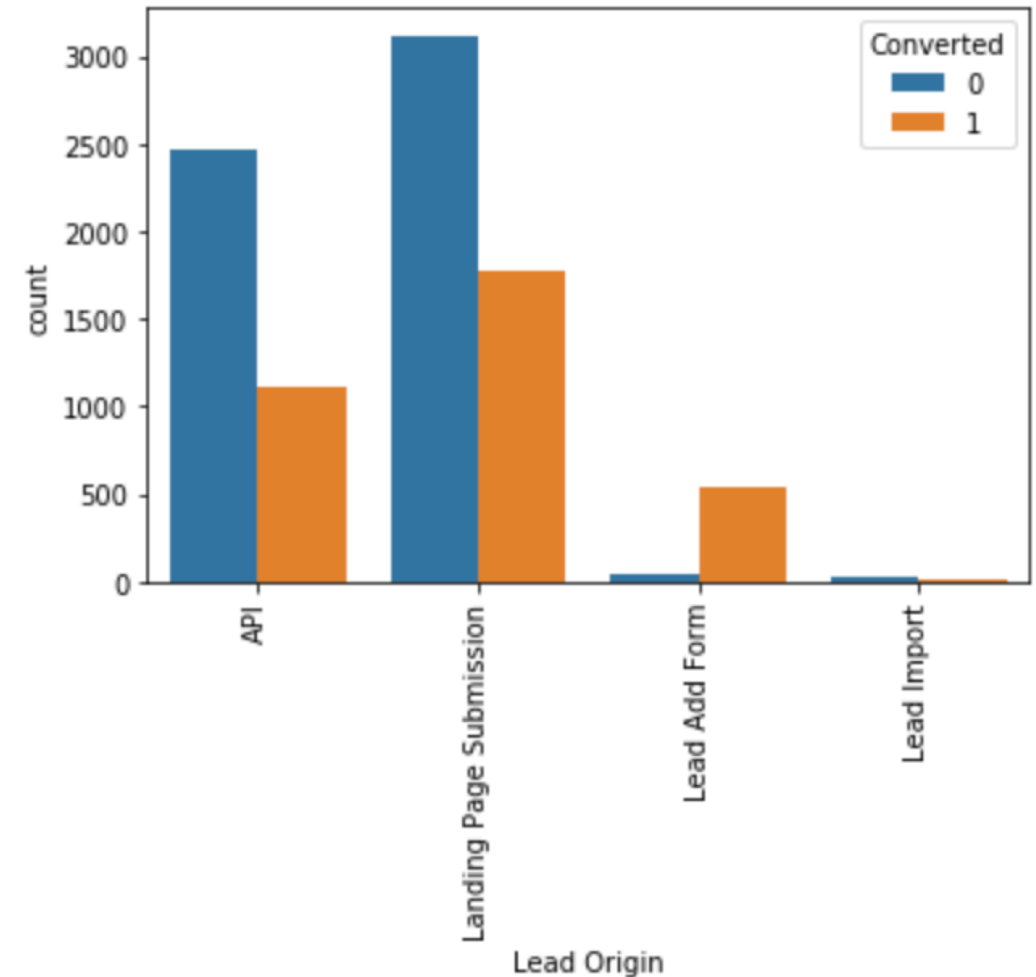
DO NOT EMAIL/CALL:

1. '**Do not Email/Call - NO'** depicts that **Maximum**

number of Leads sharing most of their Email's & all their

Contact numbers with X company.

2. Conversion Rate is also as **High as 60%**.

To **Improve** overall lead conversion rate to 80%:

❖ Focus should be **reaching out prospect leads** using

these details**.**

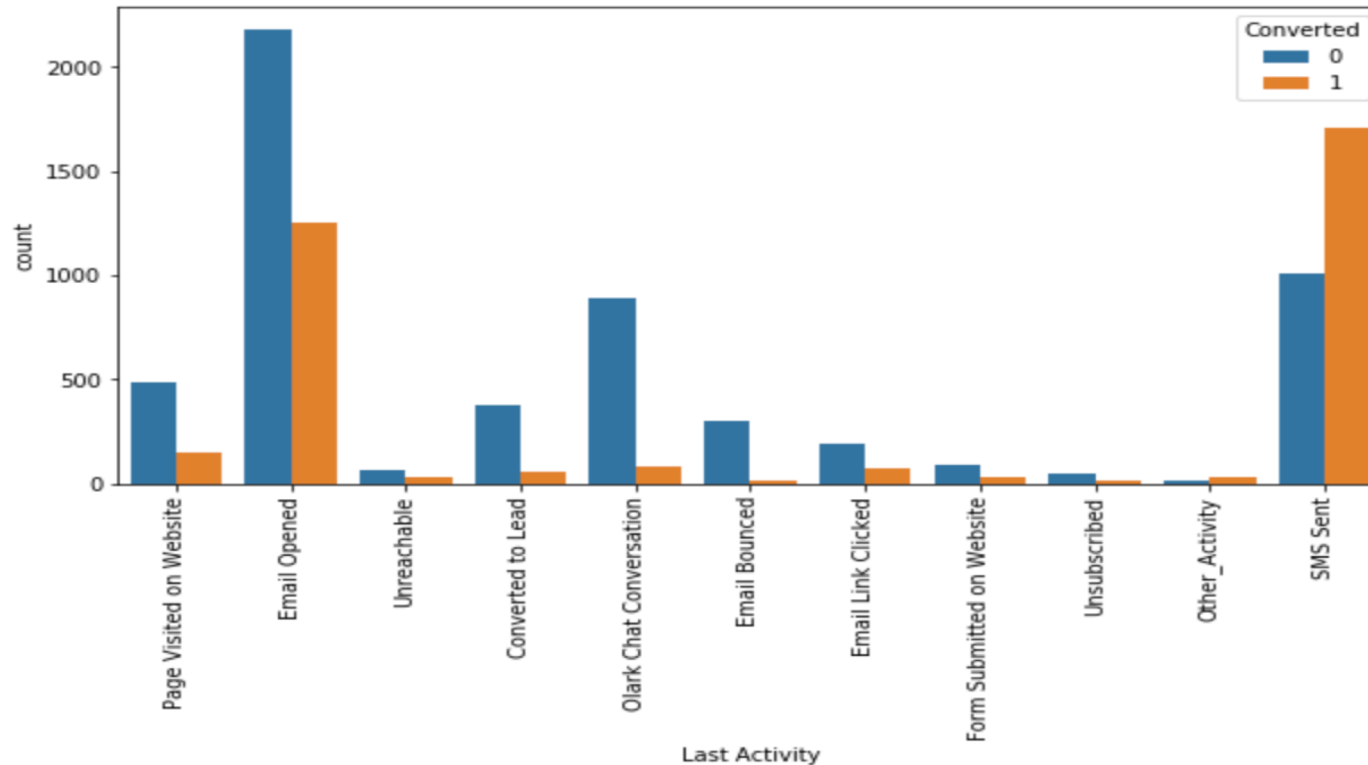❖ **Validate contact details** to filter out genuine details.
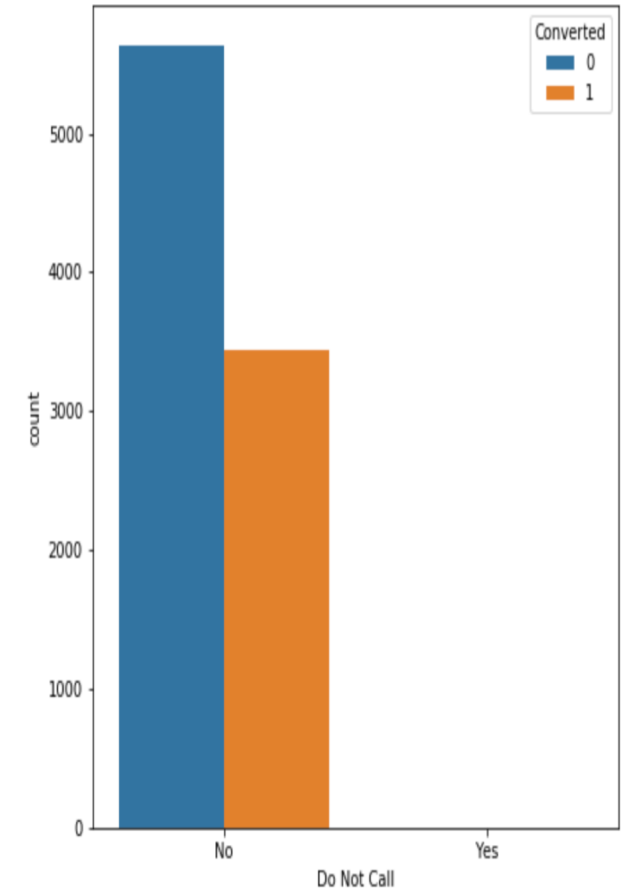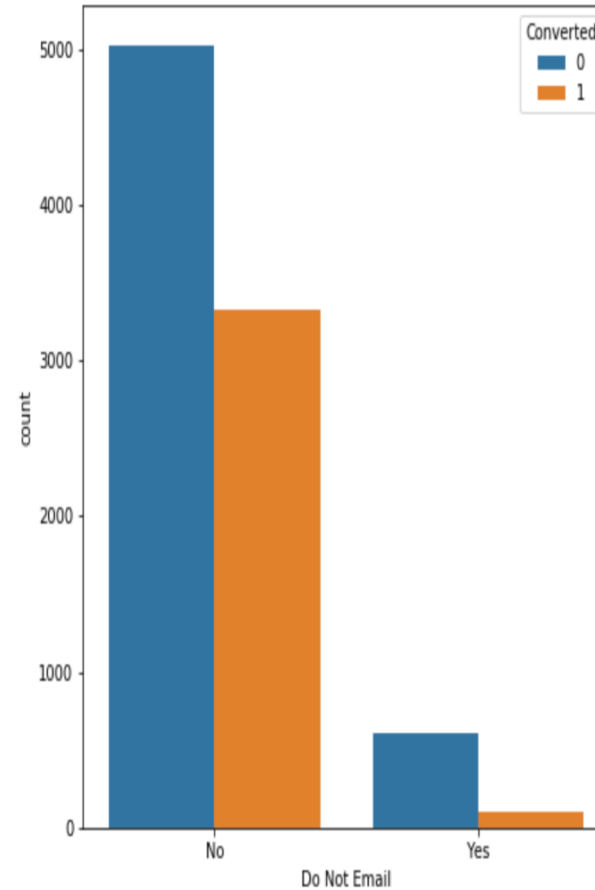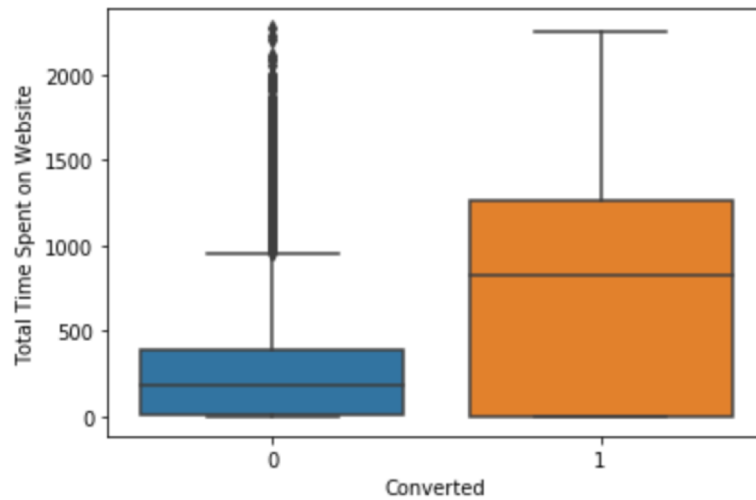
USER FEATURES VS LEADS :

TIME SPENT ON WEBSITE:

Leads **spending more time** on the website are more likely to be **Converted**.

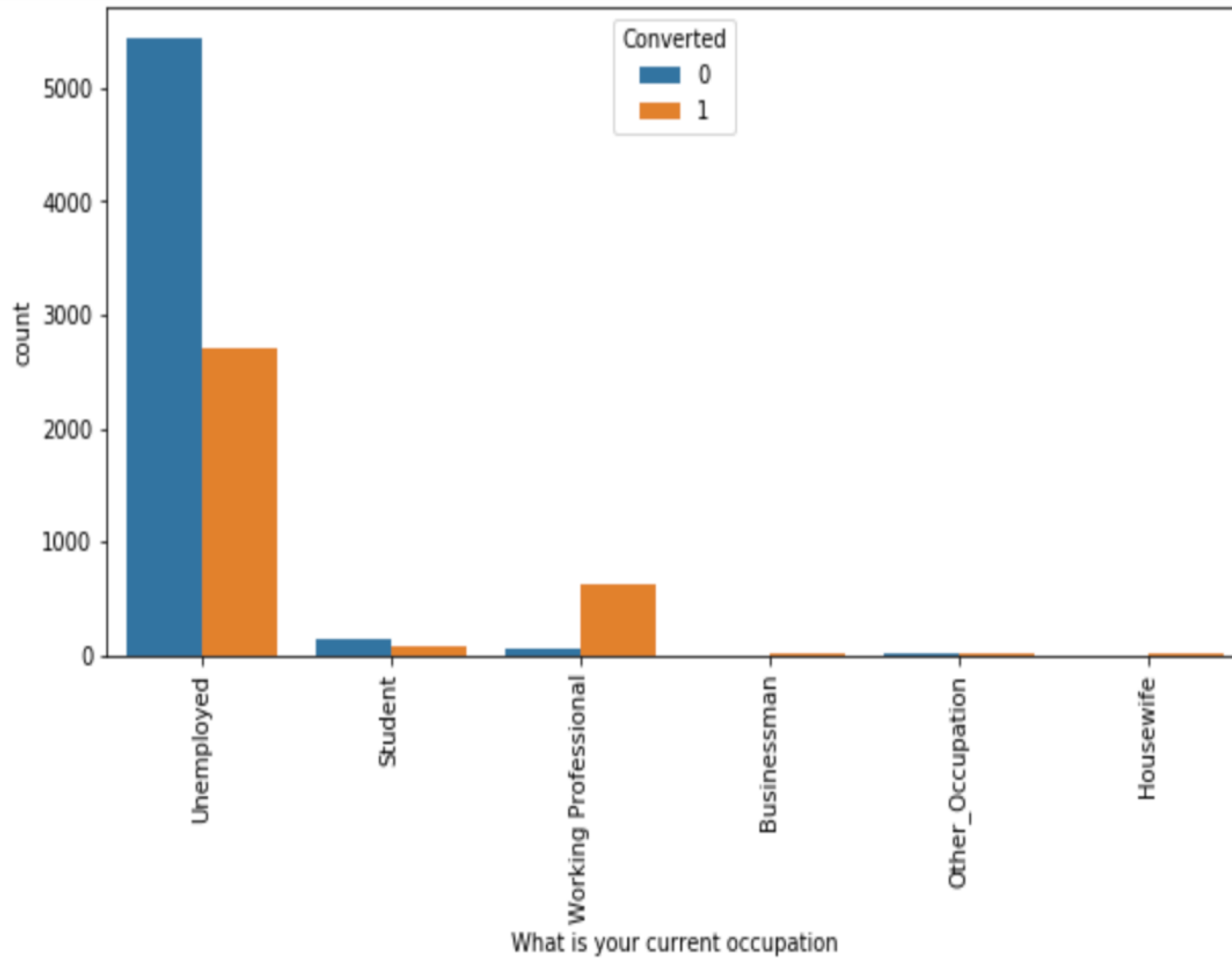Website should be made more engaging to make leads spend more time.

LAST ACTIVITY:

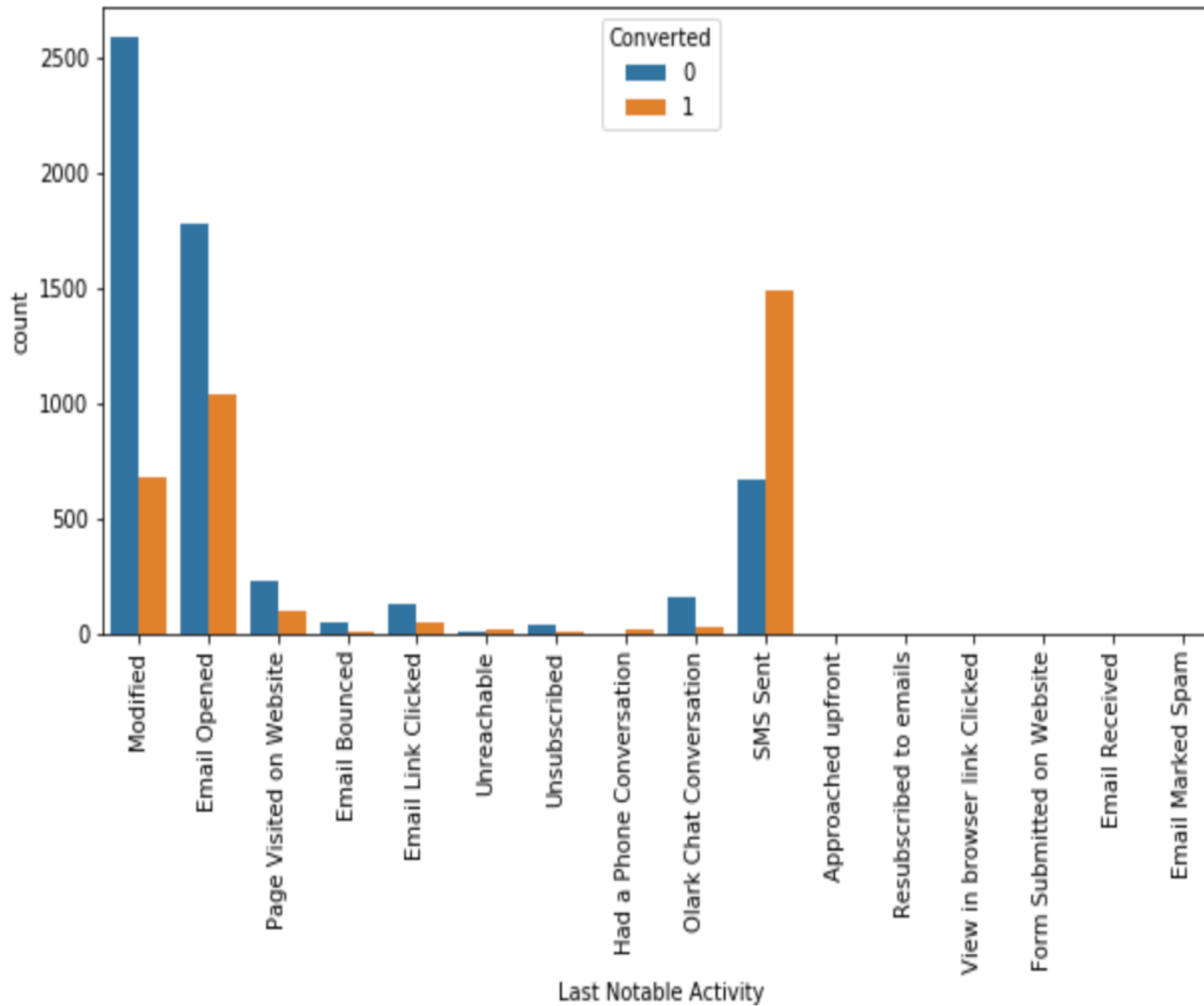Most of the Lead have their **Email opened** as their last activity.

Need focus :

Conversion rate is almost 60% for Leads whom their Last activity is "SMS Sent" .

OCCUPATION:

Working Professionals going for the course have high chances of joining it.

Unemployed leads are the most in numbers but has around 30-35% conversion rate. So, more focus needed here.
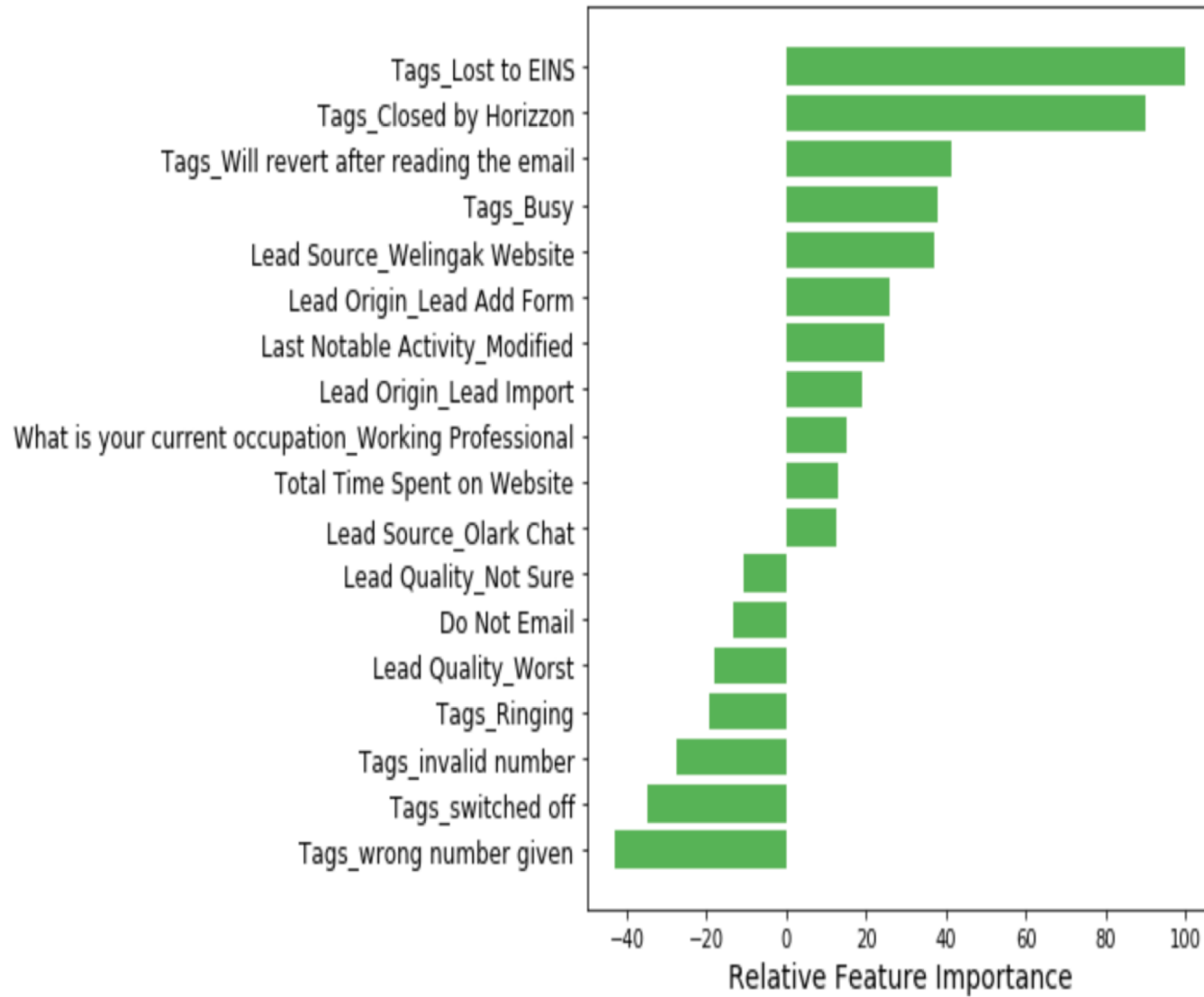
LAST NOTABLE ACTIVITY:

SMS sent leads are converting very good.

Need focus :

Email Opened leads are converting

around 60% we can interact with them

more & improve to 80% conversion.

Modified leads need to be more focused,

as there is more scope to improve alot.

Feature's Importance:

Based on these aspects.

We can depict the behaviour of

Leads among various features

which are major in both positive

& negative variant.

The end.

Thank You!