

Lead Score Case Study

Summary

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Lead Score Case Study for X Education

Problem :

One online X Education sells online courses to industry professionals. The company markets courses on various websites and search engines like Google, Bing etc

When people land on the website, they might browse the courses or fill up a form for that course or may be watch videos. When these people fill up a form providing their email address or phone number, they are classified to be a lead. Moreover, the company also gets leads through past referrals.

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%.


Business Goal:

X Education needs help in selecting the most promising leads, i.e. the leads that are most likely to convert into paying customers.


The company needs a model wherein a lead score is assigned to each of the leads such that the customers with higher lead score have a higher conversion chance and the customers with lower lead score have a lower conversion chance.

The CEO, in particular, has given a ballpark of the target lead conversion rate to be around 80%.

Summary



we checked both Sensitivity-Specificity along with Precision and Recall Metrics, we considered optimal cut off based on Sensitivity and Specificity to calculate final prediction.



Accuracy, Sensitivity and Specificity values of test set are around 80.4%, 80.5% and 80.4% which approximately closer to the respective values calculated using trained set i.e 81%, 81.6% and 80.6% respectively.



Lead score calculated showing the conversion rate on the final predicted model is around 81% in train set and 80% in test



Top 3 variables that contribute for lead getting converted in the model are

Total time spent on website

Lead Add Form from Lead Origin

Had Phone Conversation from Last Activity



So overall this model seems to be very good.