

# Lead Scoring Case Study

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# Lead Score Case Study for X Education

## **Problem Statement :**

- X Education sells online courses to industry professionals. The company markets its courses on several websites and search engines like Google.
- Once these people land on the website, they might browse the courses or fill up a form for the course or watch some 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%.

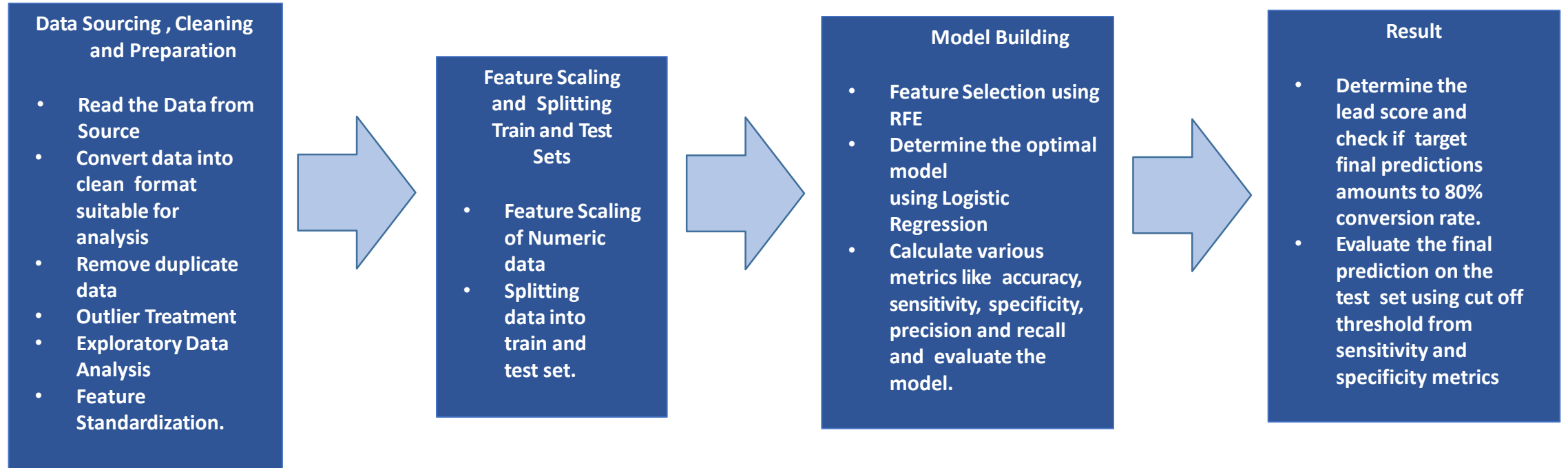
## **Business Goal:**

- 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 you 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%.

# Strategy

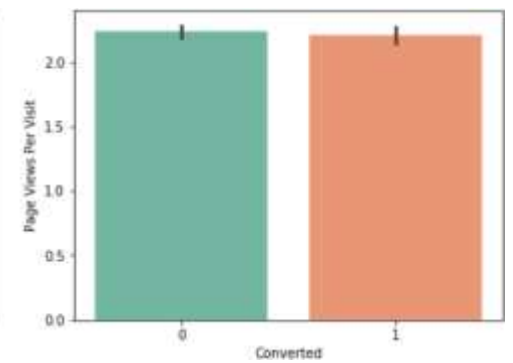
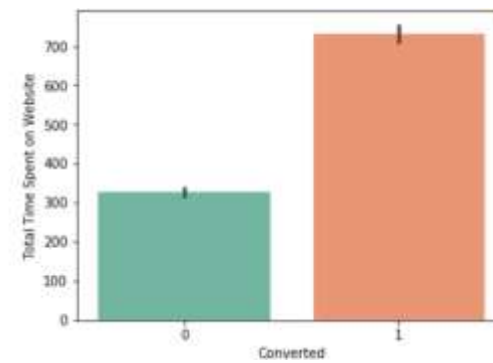
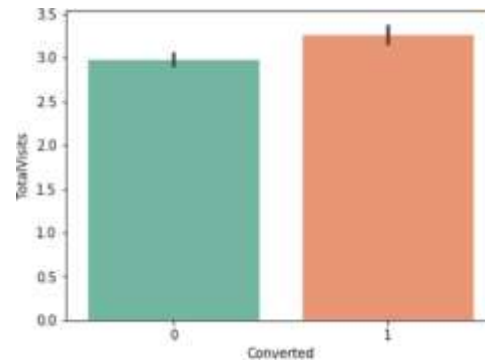
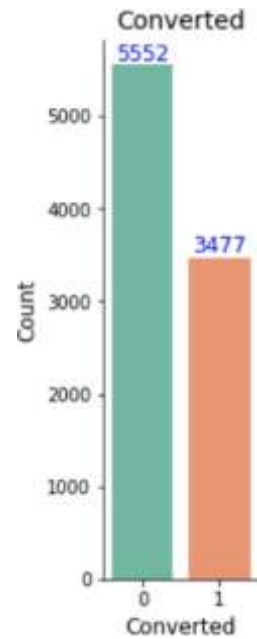
1. Source the data for analysis
2. Clean and prepare the data
3. Exploratory Data Analysis.
4. Feature Scaling
5. Splitting the data into Test and Train dataset.
6. Building a logistic Regression model and calculate Lead Score.
7. Evaluating the model by using different metrics - Specificity and Sensitivity or Precision and Recall.
8. Applying the best model in Test data based on the Sensitivity and Specificity Metrics.

# Problem solving methodology



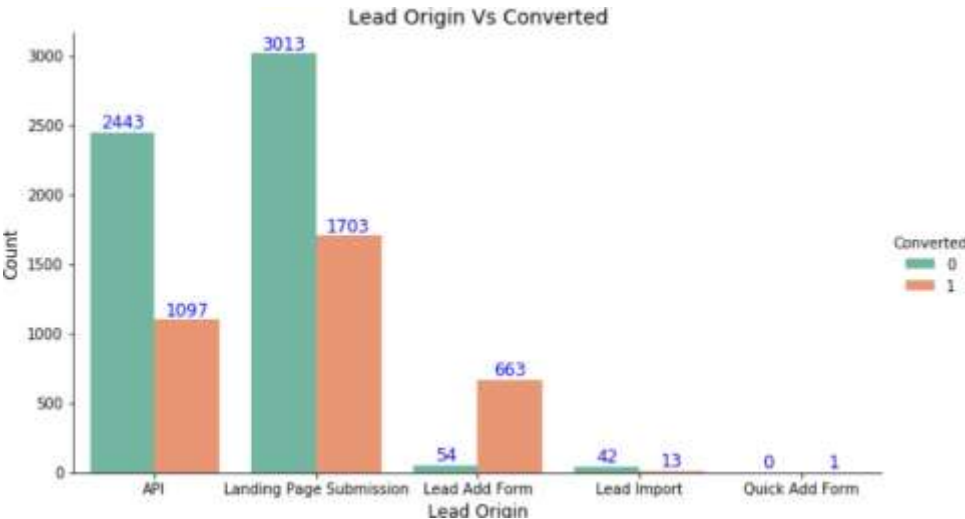
# Exploratory Data Analysis

We have around 39% Conversion rate in Total

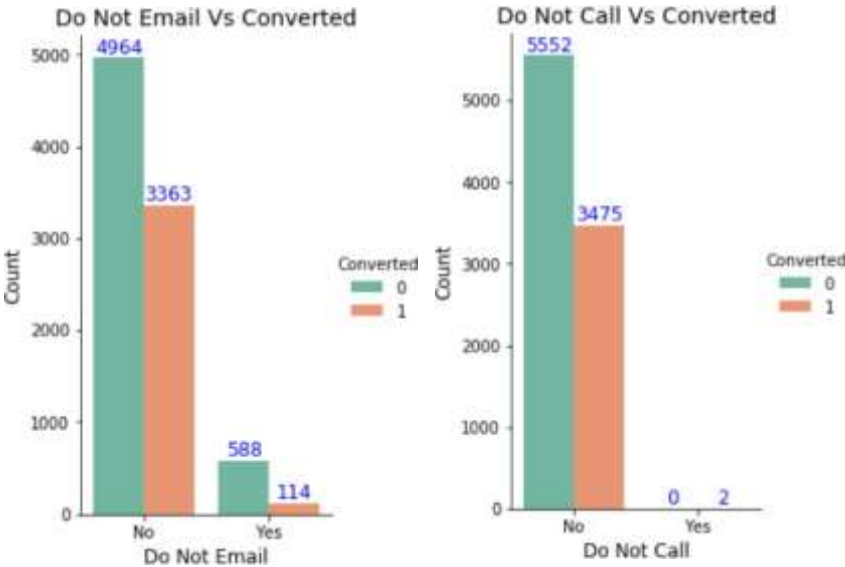


The conversion rates were high for Total Visits, Total Time Spent on Website and Page Views Per Visit

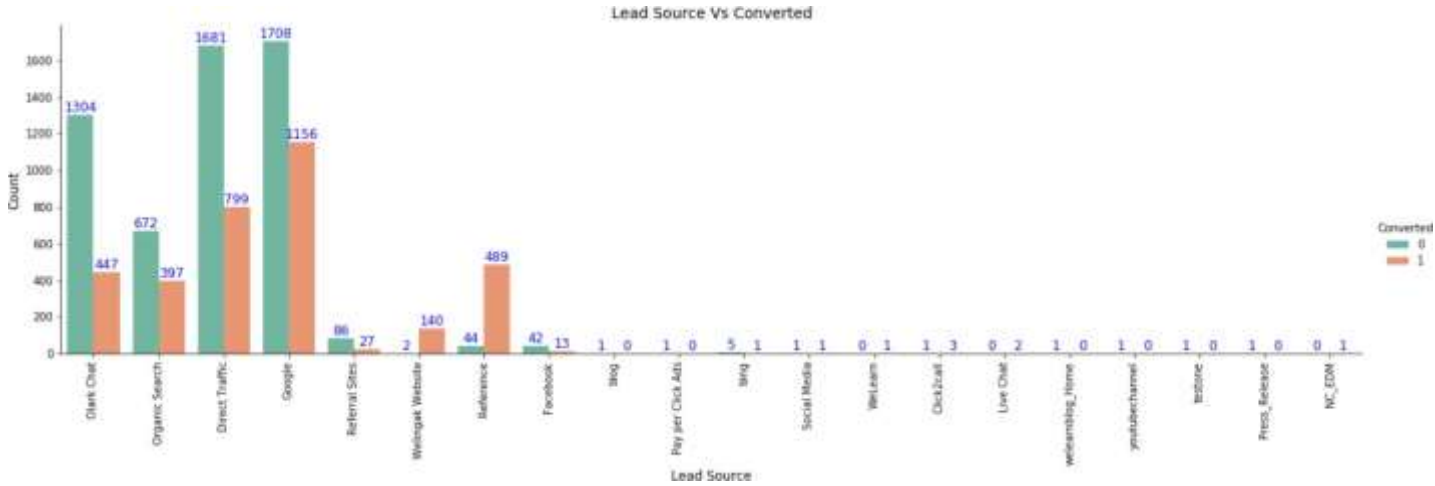
In Lead Origin, maximum conversion happened from Landing Page Submission



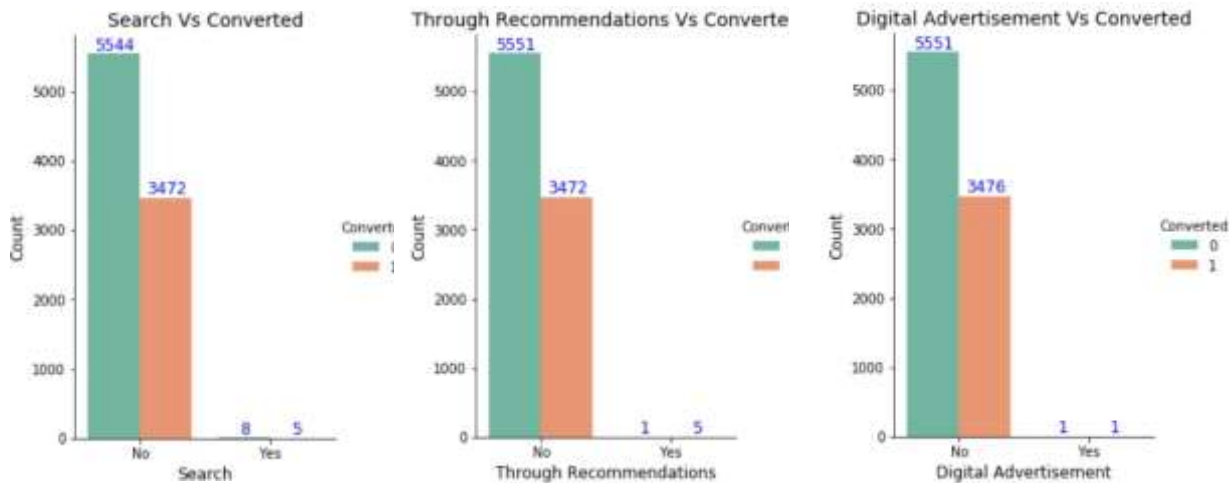
Major conversion has happened from Emails sent and Calls made



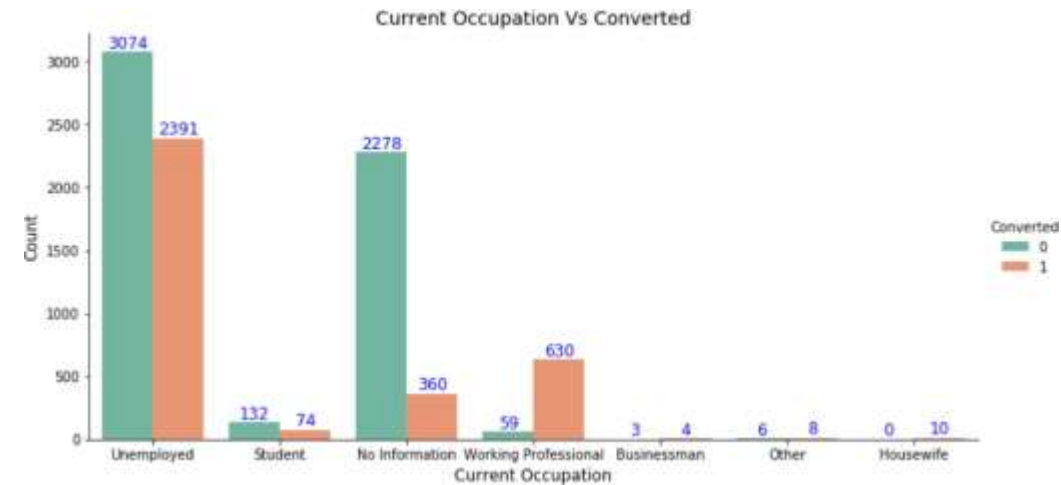
Major conversion in the lead source is from Google



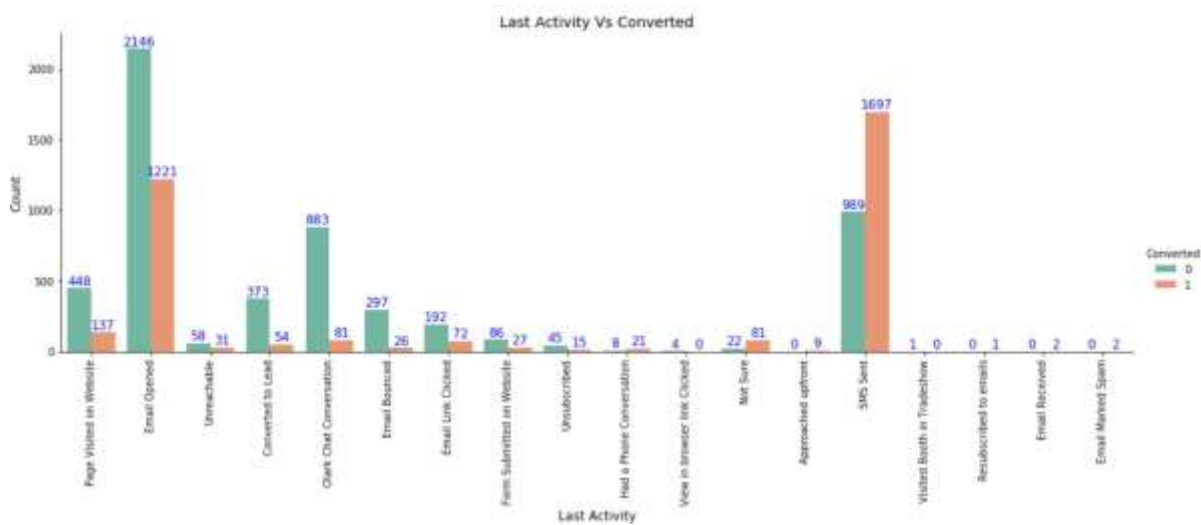
Not much impact on conversion rates through Search, digital advertisements and through recommendations



More conversion happened with people who are unemployed



Last Activity value of SMS Sent' had more conversion.



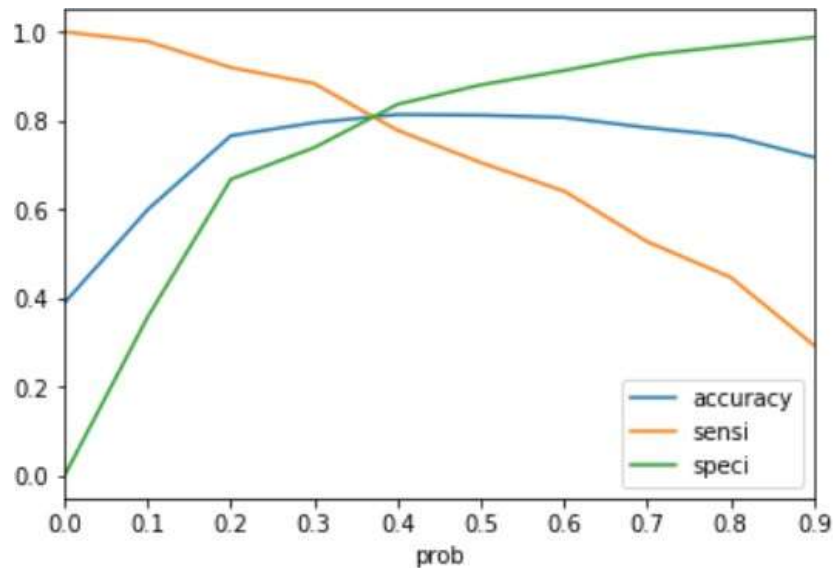
# Variables Impacting the Conversion Rate

- Do Not Email
- Total Visits
- Total Time Spent On Website
- Lead Origin – Lead Page Submission
- Lead Origin – Lead Add Form
- Lead Source - Olark Chat
- Last Source – Welingak Website
- Last Activity – Email Bounced
- Last Activity – Not Sure
- Last Activity – Olark Chat Conversation
- Last Activity – SMS Sent
- Current Occupation – No Information
- Current Occupation – Working Professional
- Last Notable Activity – Had a Phone Conversation
- Last Notable Activity - Unreachable



# Model Evaluation - Sensitivity and Specificity on Train Data Set

The graph depicts an optimal cut off of 0.37 based on Accuracy, Sensitivity and Specificity



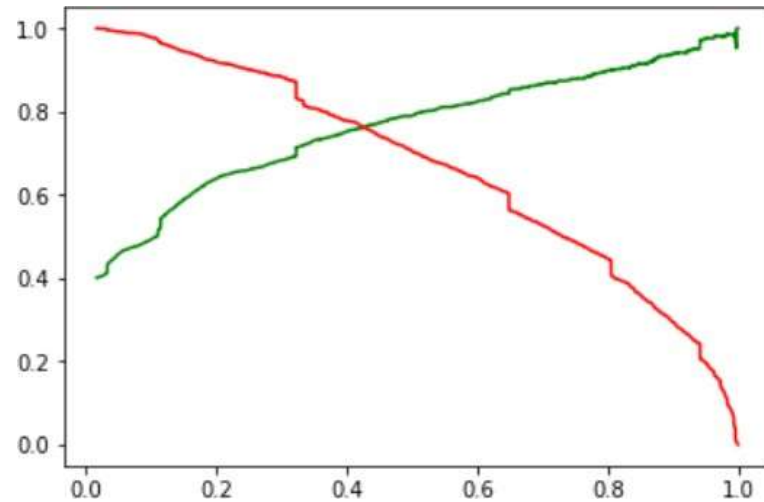
## Confusion Matrix

3161	697
974	1965

- Accuracy - 81%
- Sensitivity - 80 %
- Specificity - 82 %
- False Positive Rate - 18 %
- Positive Predictive Value - 74 %
- Positive Predictive Value – 86%

# Model Evaluation- Precision and Recall on Train Dataset

The graph depicts an optimal cut off of 0.42 based on Precision and Recall



Confusion Matrix

3397	461
725	1737

- Precision - 79 %
- Recall - 71 %

# Model Evaluation – Sensitivity and Specificity on Test Dataset

Confusion Matrix

A diagram of a confusion matrix consisting of four blue rounded squares arranged in a 2x2 grid. The top-left square contains the number 1394, the top-right square contains 300, the bottom-left square contains 218, and the bottom-right square contains 797. The squares are connected by a light gray crosshair.

1394	300
218	797

- Accuracy - 81 %
- Sensitivity - 79 %
- Specificity - 82 %

# Conclusion

- Although we have examined both Sensitivity-Specificity and Precision-Recall metrics, we have determined the optimal cutoff based on Sensitivity and Specificity to calculate the final prediction. The accuracy, sensitivity, and specificity values of the test set are approximately 81%, 79%, and 82%, respectively, which are close to the corresponding values obtained from the trained set.
- Furthermore, the lead score generated by the final predicted model indicates a conversion rate of approximately 80% in the train set and 79% in the test set. The top three variables that have the most significant impact on lead conversion in the model are as follows:
  1. Total time spent on the website.
  2. Lead Add Form from Lead Origin.
  3. Had a Phone Conversation from Last Notable Activity.
- Considering these factors, the overall performance of this model appears to be satisfactory.