LEAD SCORING

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PROBLEM STATEMENT

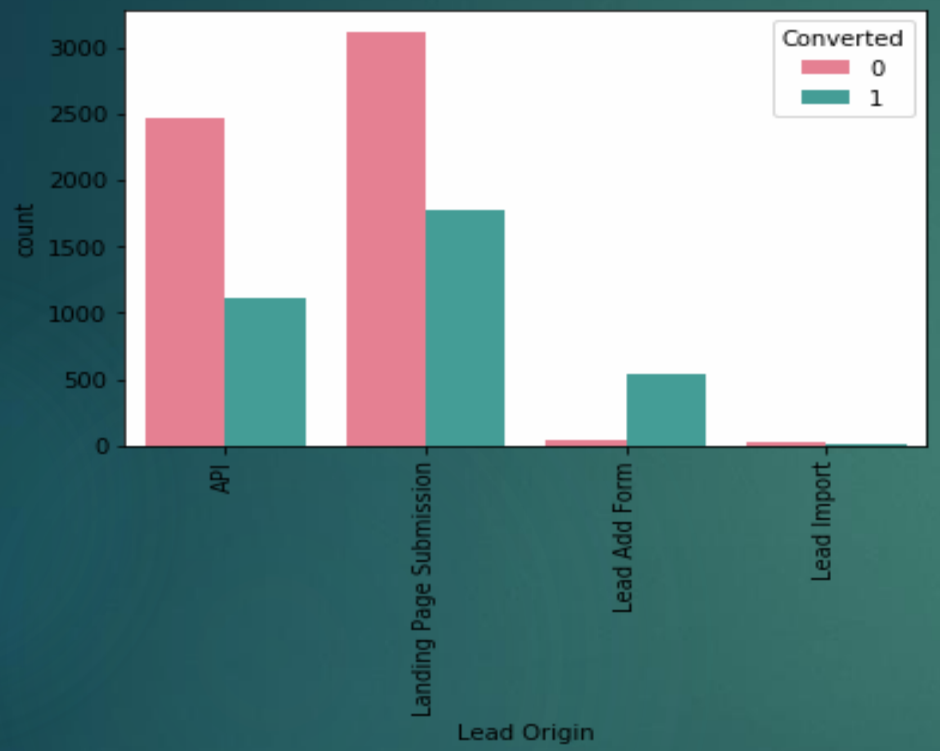
Development of a model to help assign lead score to each promising leads wherein
Customers with higher lead score have a higher chance of conversion
Customers with lower lead score have lower chance of conversion

NULL VALUES TREATMENT DONE ON BELOW COLUMNS

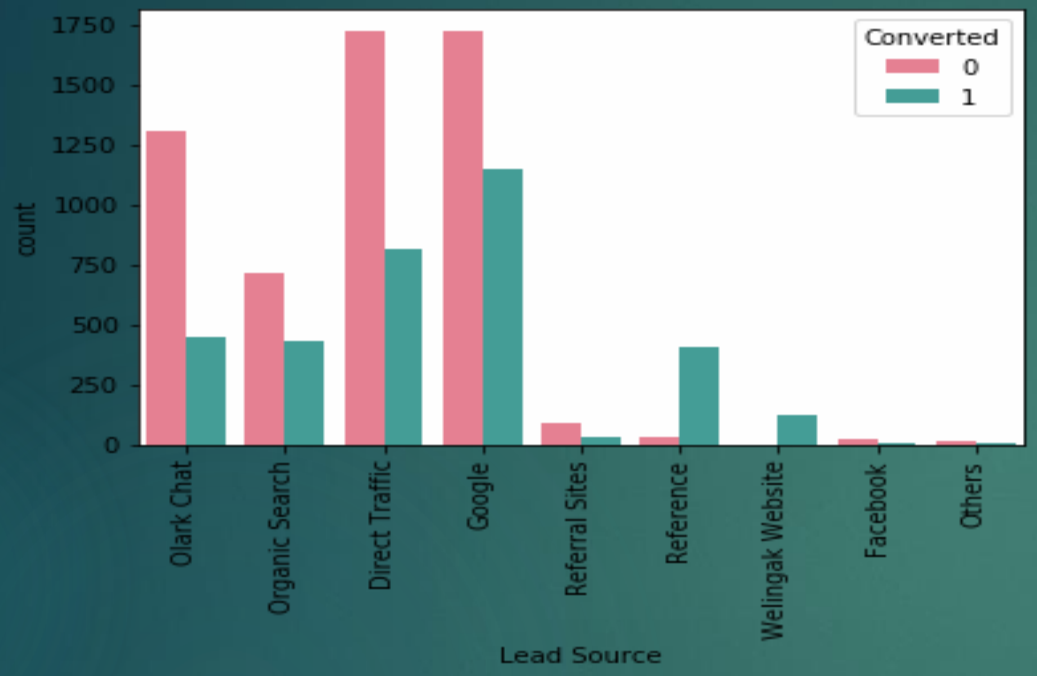
- TotalVisits 1.48
- Page Views PerVisit 1.48
- Last Activity 1.11
- Country 26.63
- Specialization 15.56
- How did you hear about X Education 23.89
- What is your current occupation 29.11
- What matters most to you in choosing a course 29.32

- Tags 36.29
- Lead Quality 51.59
- Lead Profile 29.32
- City 15.37
- Asymmetrique Activity Index 45.65
- Asymmetrique Profile Index 45.65
- Asymmetrique Activity Score 45.65
- Asymmetrique Profile Score 45.65

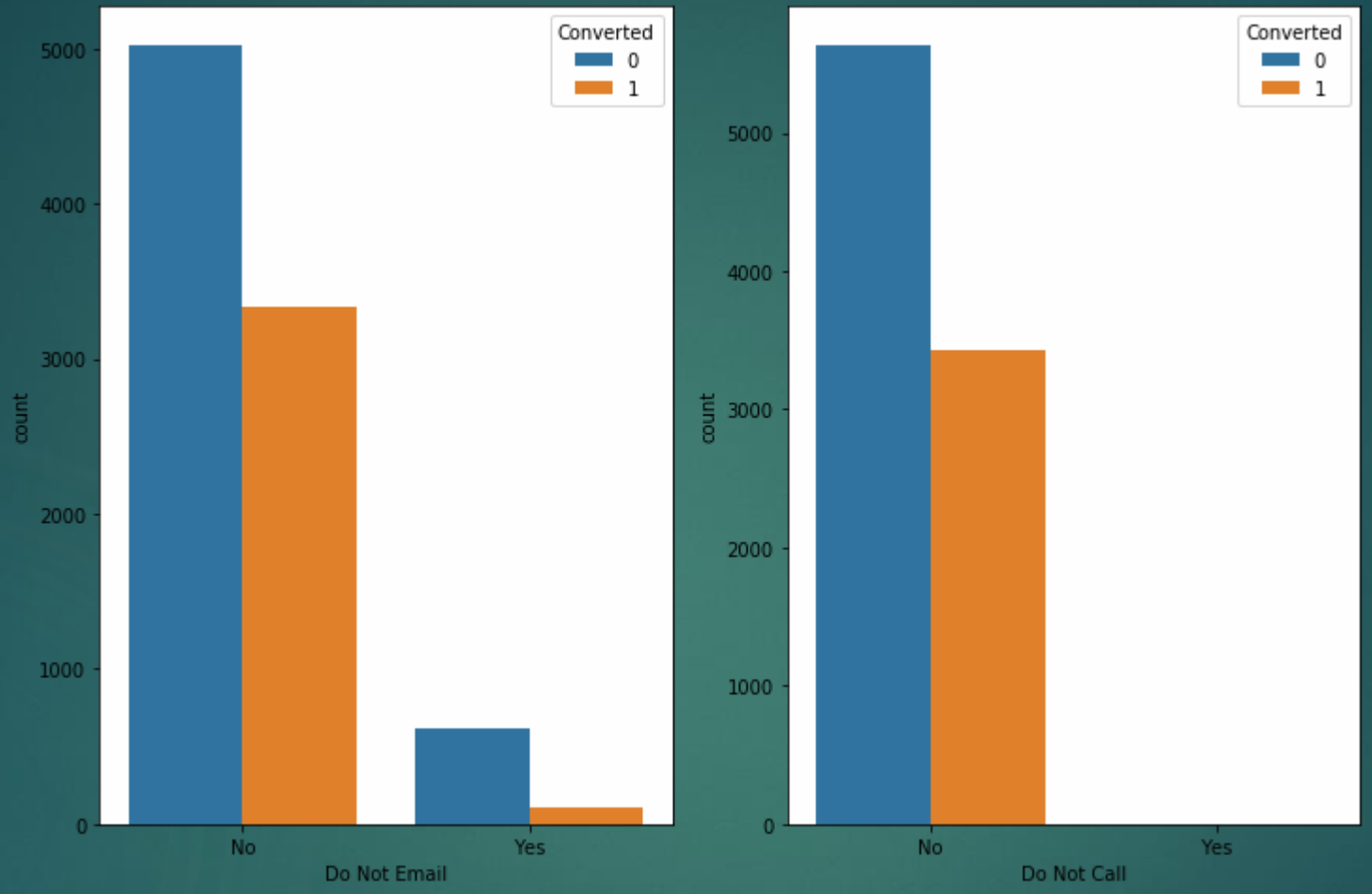
EXPLORATORY DATA ANALYSIS



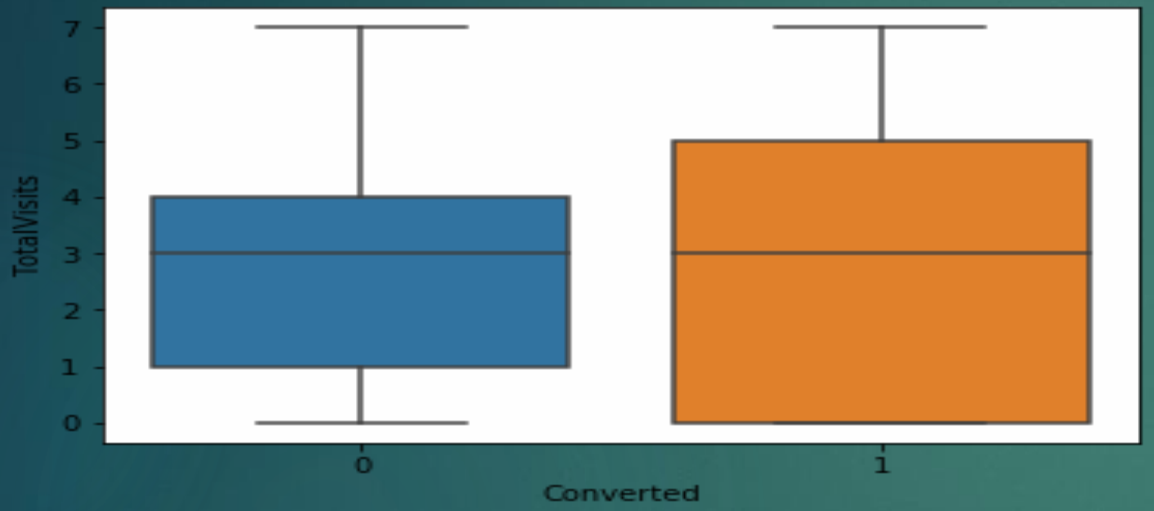
- API has a conversion rate of around 35%
- Landing Page and submission has a conversion rate of around 35%
- Lead app form has a very high conversion rate but count is really low
- Lead import count is really low
- So from here we can assume that to improve the conversion rate we need to focus on improving lead conversion of API and Landing page submission.

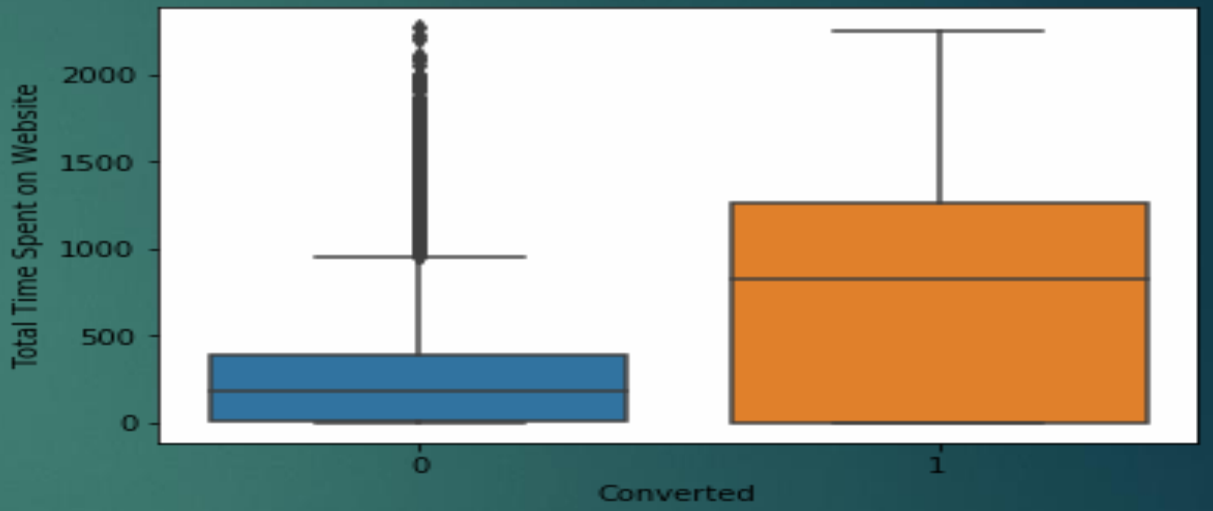


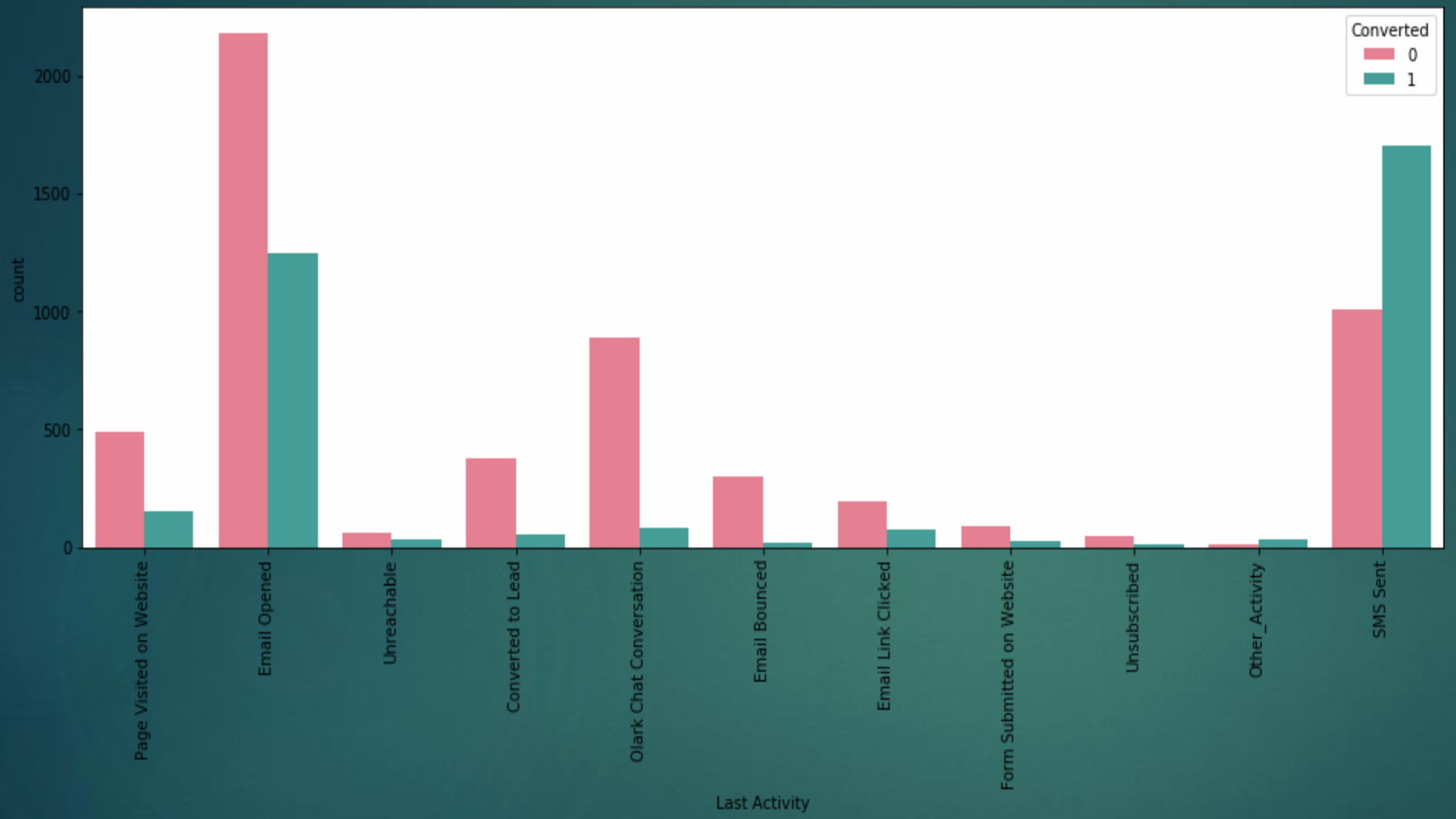
- Google has a very high conversion rate
- Olark Chat, Organic Search, Direct Traffic all generates a good conversion rate.
- Conversion Rate of references is also high but count is low.
- To improve the conversion rate we should focus on improving Olark Chart, Organic Search and Direct Traffic. We should also focus on generating more leads from References and Welingak Website.



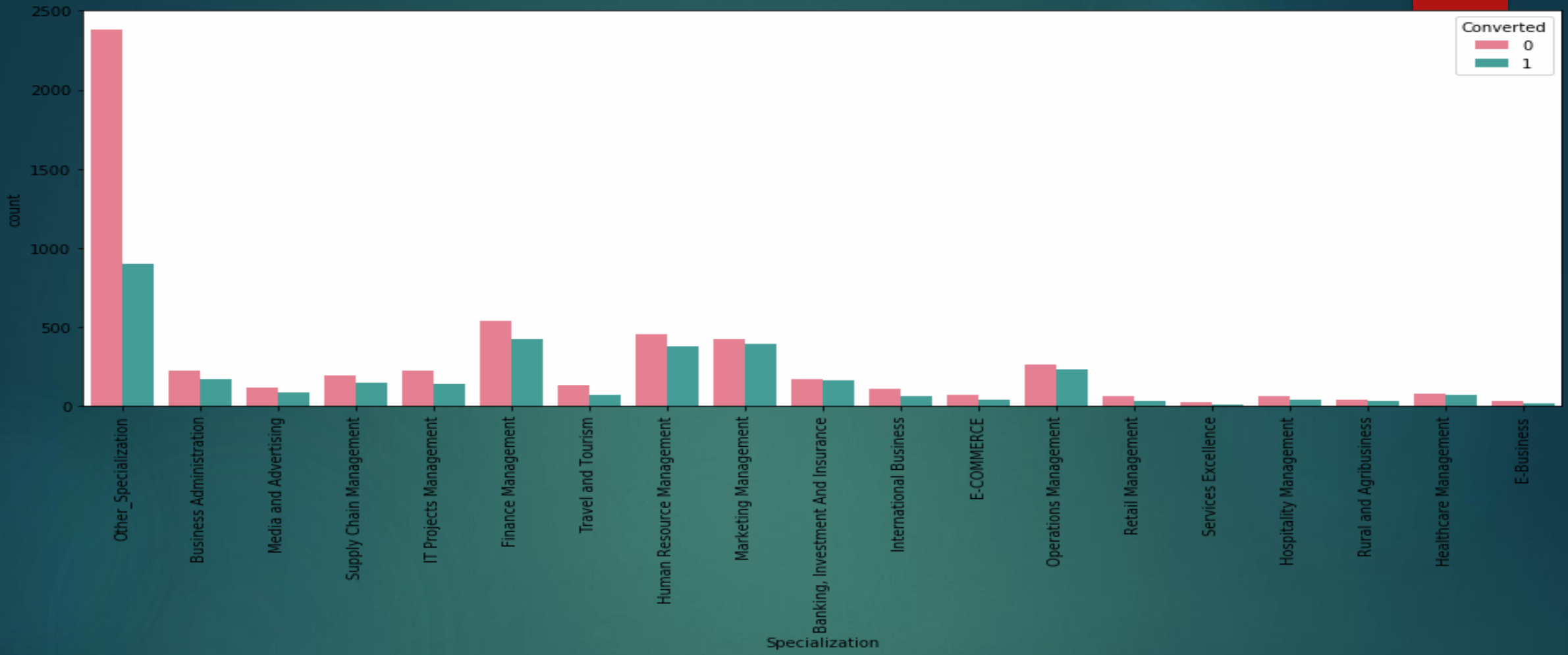
Conversion Rate here is greater than 50% and we should try to generate more leads from these


TotalVisits
7
6
5
4
3
2
1
0
0
1
Converted

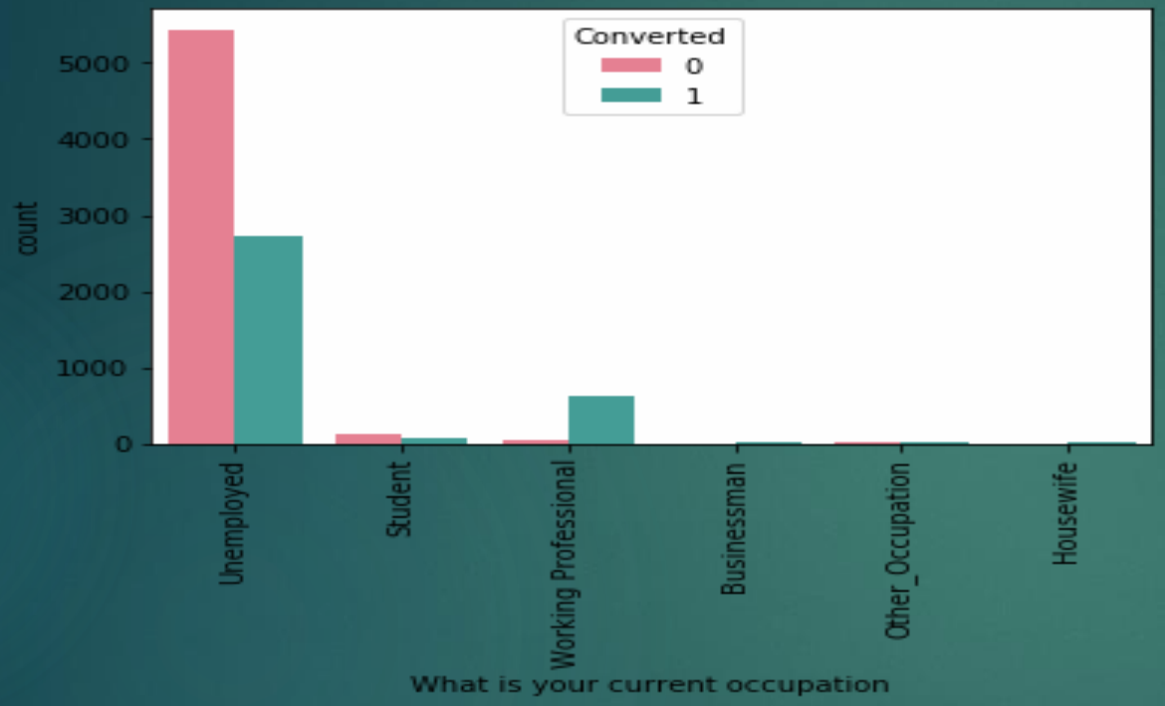

Total Time Spent on Website
2000
1500
1000
500
0
0
1
Converted



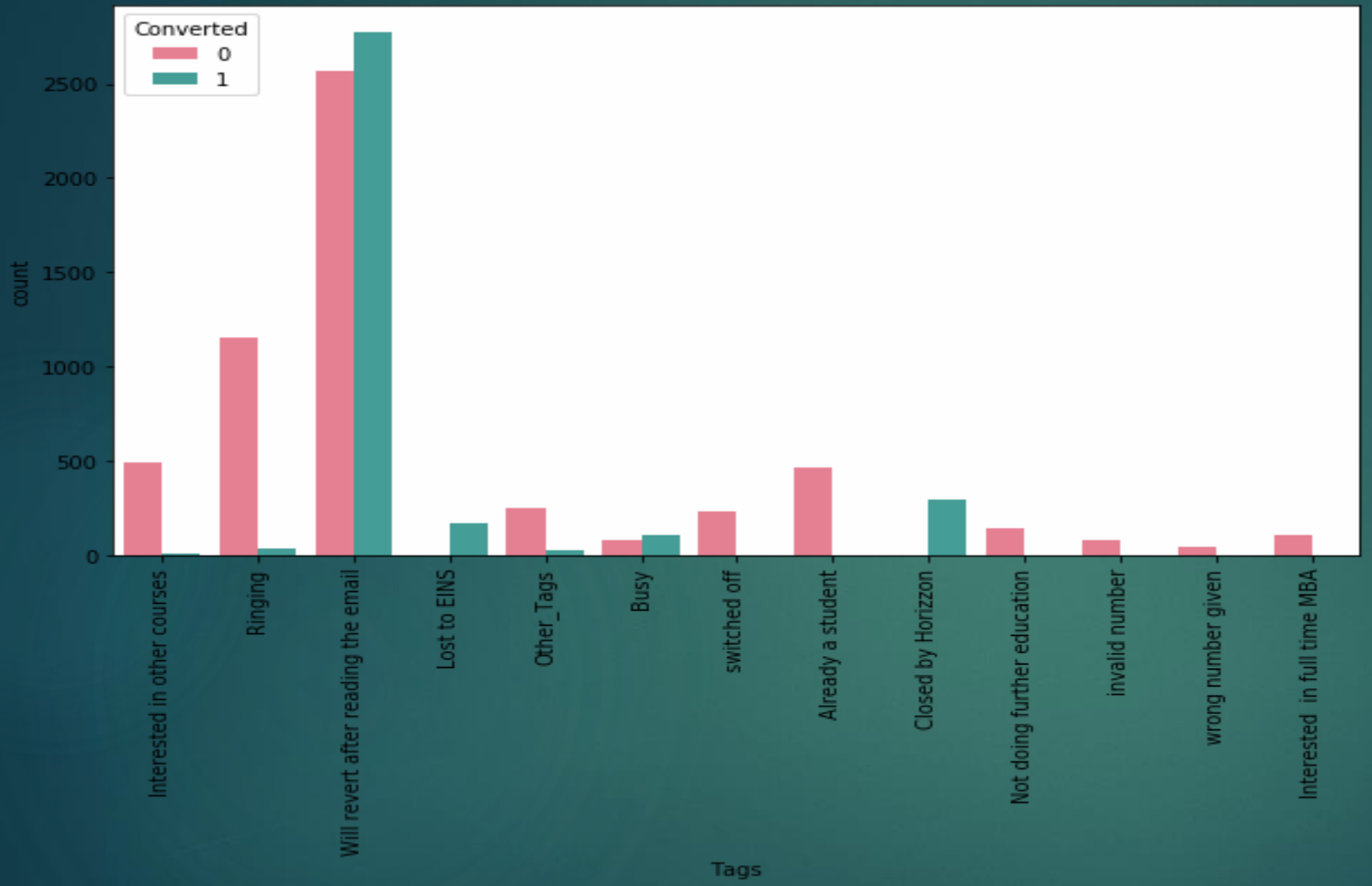
- The conversion rate for SMS is really very high
- Most of the email opened were also converted
- We should spend more time in sending SMS and emails



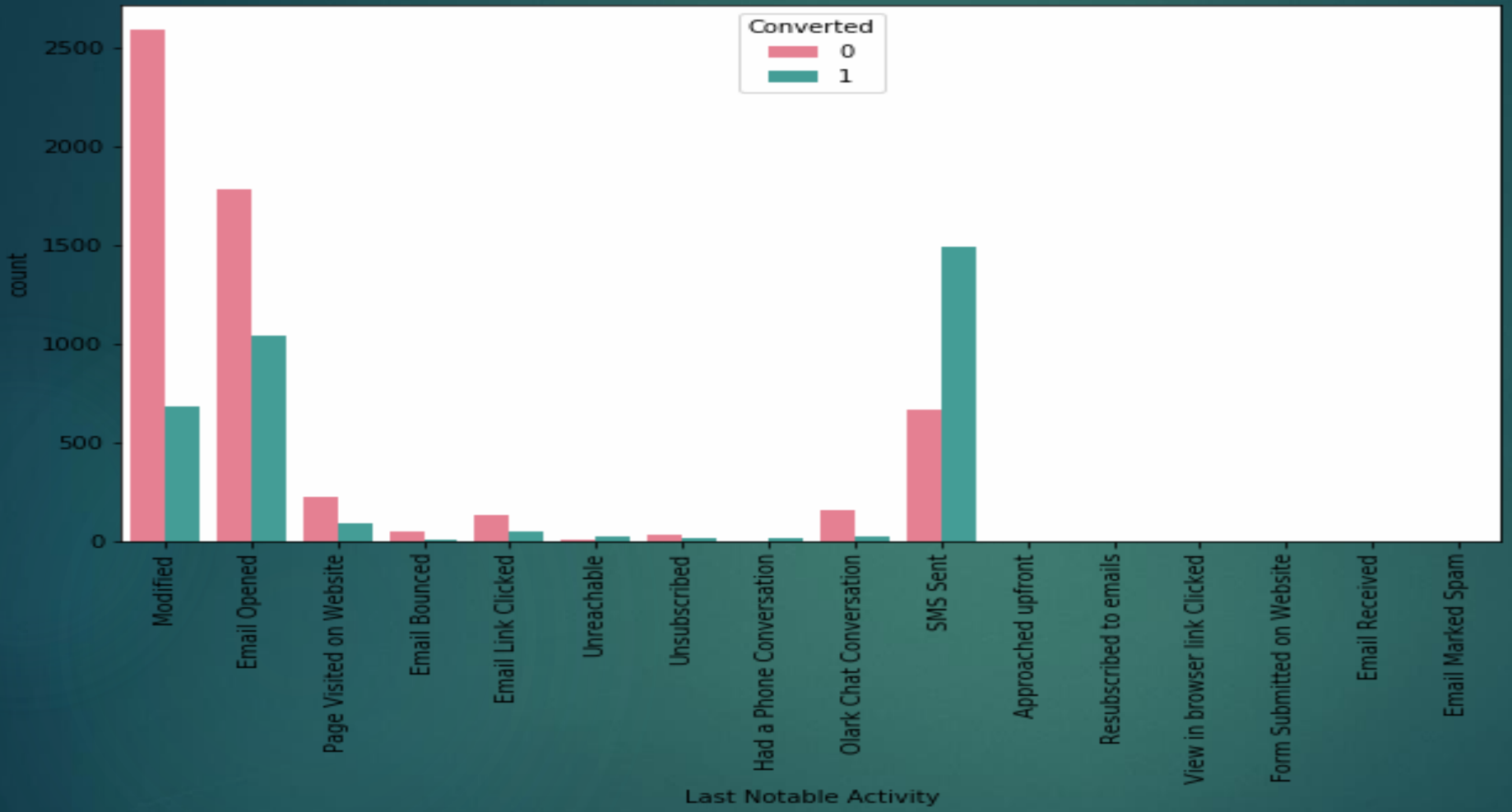
- The conversion rate in other Specialization is high
- Conversion rate among Finance Management and HR Management and Marketing Management people are high



Unemployed and Working Professionals are our target and conversion rate among them is high



We can focus on conversion rate for emails as it is quite high



The conversion rate of EMAIL, SMS sent and modified is really high

MODEL FORMATION

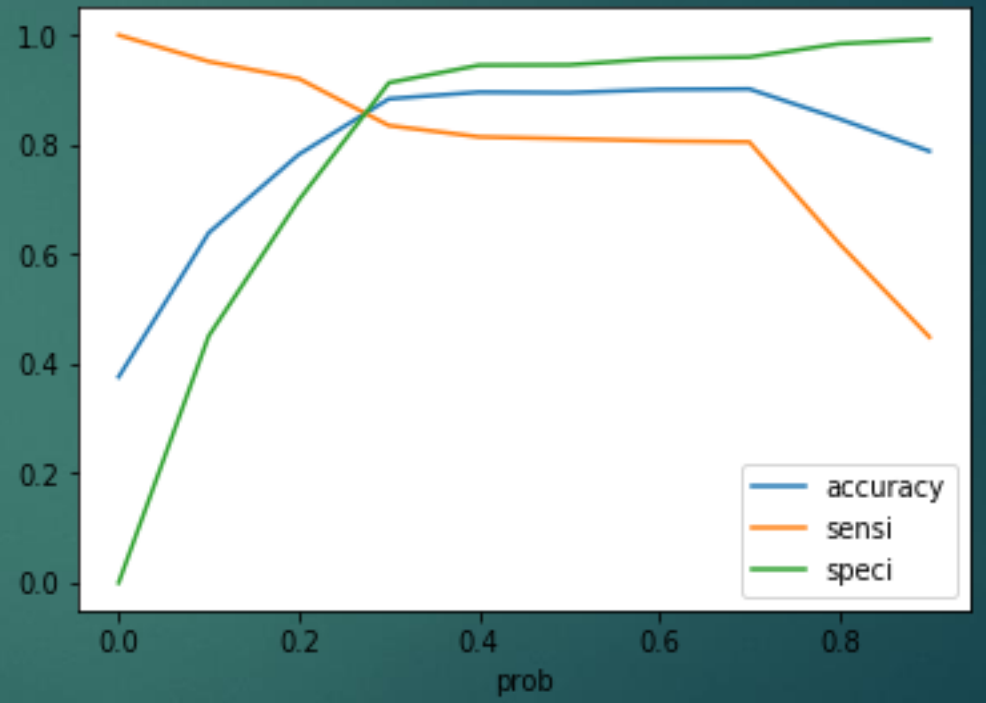
ACCURACY OF TRAIN MODEL

Overall accuracy of model is 85%

Predicted Actual	Not Converted	Converted
Not Converted	3721	60
Converted	867	1409

OPTIMAL CUT OFF PROBABILITY

- Leads having probability greater than .30 can be potential Leads. We should aggressively follow up those leads to convert to positive lead.
- Accuracy of the model is 88%.



ANALYSIS OF TEST MODEL

Overall accuracy of Test model is 90%

Predicted Actual	Not Converted	Converted
Not Converted	3456	325
Converted	377	1899