

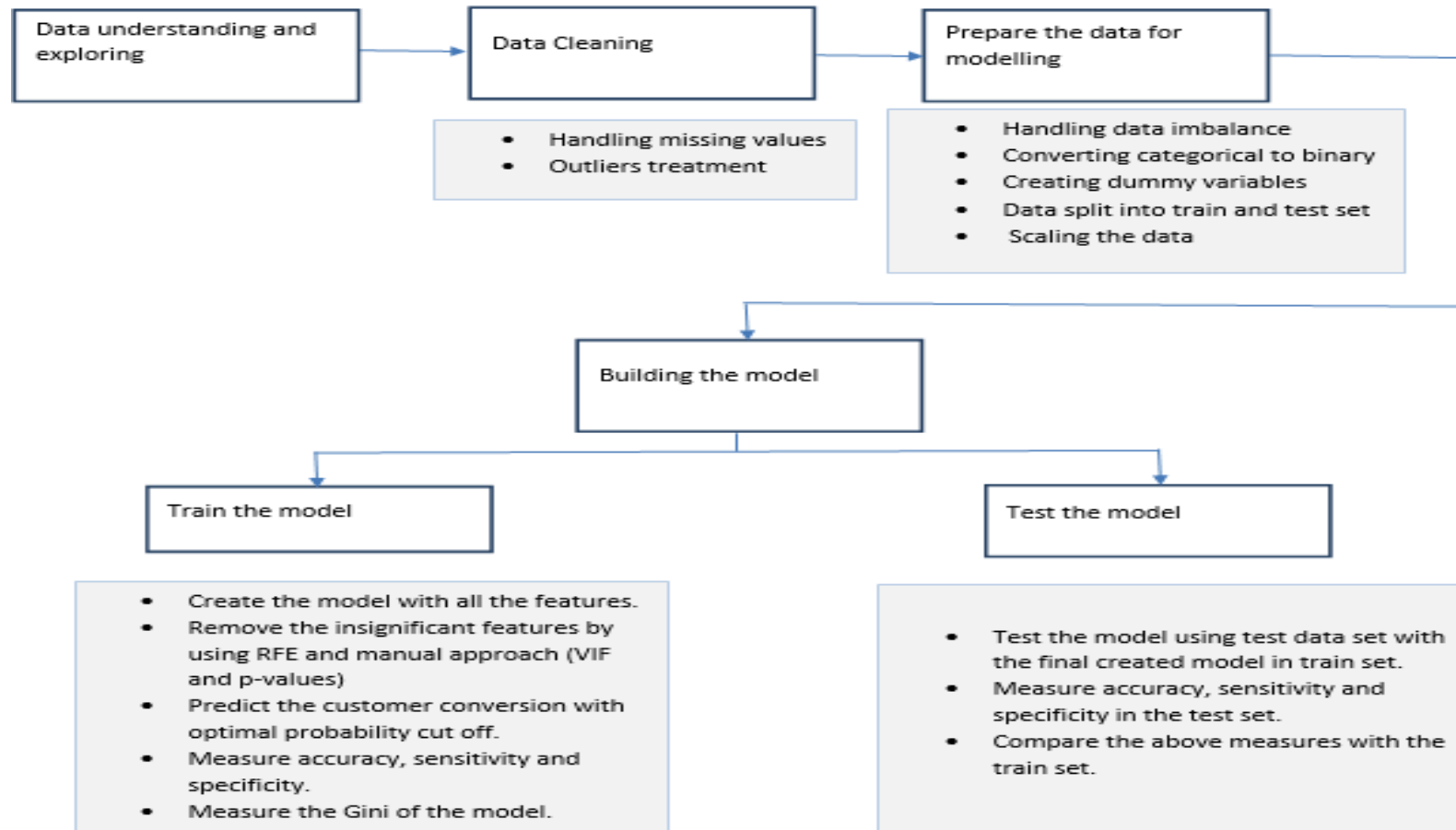
# Lead Scoring Case Study

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## Problem statement:-

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

## Analysis approach:-

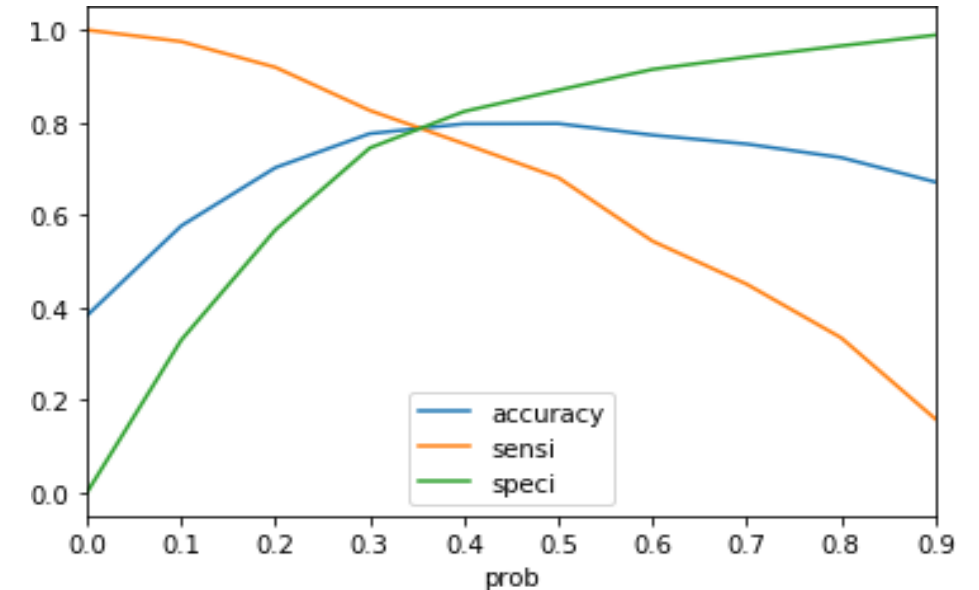


# Model features

Features	Coefficient	Impacts (On decreasing
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

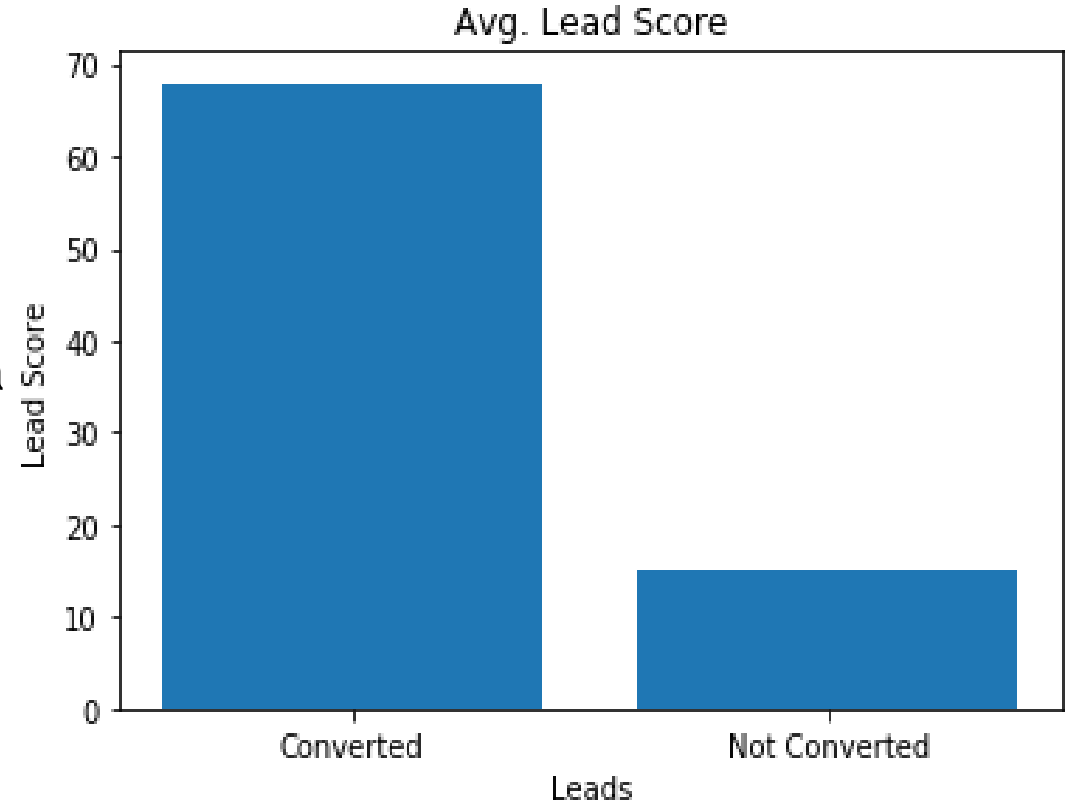
Measures	Train set	Test set
Accuracy	0.79	0.79
Sensitivity (No. of correctly predicted YES)	0.79	0.79
Specificity (No. of correctly predicted NOs)	0.78	0.78
Gini (ROC curve area)	0.86	



- 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.

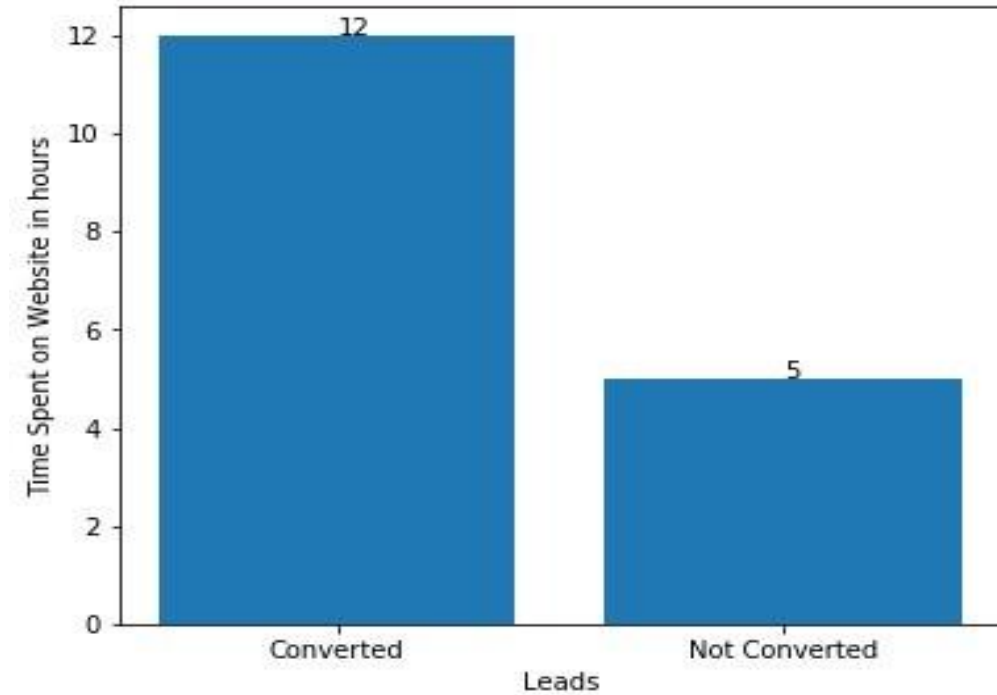
# Lead Score

- - The Lead Score, on a scale of 0 to 100, predicts customer conversion likelihood.
- - Higher scores correlate with a higher chance of customer conversion.
- - Customers likely to convert average a Lead Score of 68.
- - Those less likely to convert have an average Lead Score of 15.



# Average Total Time Spent on Website

- - Converted customers typically spend an average of 12 hours on the website.
- - Not converted customers, on average, spend 5 hours on the website.



# Recommendation for higher conversion rate

Highly likely to be converted leads:

- Lead score surpasses 68.
- Total website time exceeds 12 hours.
- Lead source from the Welingak Website or Reference.

Very less likely to be converted leads:

- Customers opt for 'Do not email'.
- Lead score falls below 15.
- Total website time is under 5 hours.
- Lead source from Direct Traffic, Referral Sites, Organic Search, or Google.
- Last activities include 'Olark chat conversation', 'page visited on the website', 'Email bounced', 'Form submitted on the website', or 'Email link clicked'.

Thank you !