LEADS SCORING CASE STUDY

LOGISTIC REGRESSION

DS-C54

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INTRODUCTION

This presentation will enable us to analyze and understand the factors and the reasons that enable a lead into a converted student

We will be analyzing application datasets from Lead Dataset provided by the education company which will help us figure out who all are potential hot leads.

We will be looking through a series of graphs and explanations through the help of it we will be understanding the whole data and extracting useful outcomes from it.

# STEPS UNDERTAKEN FOR ANALYSIS

As we have dataset for analysis namely "Leads.csv". We will be working on it for the hot leads.

The steps followed are as follows:-

1. Importing Data set and necessary Libraries.

2. Data Cleaning and Manipulation.

3. Checking Data Outliers.

4. Univariate & Bivariate Analysis..

5. Interpreting the observation from the Analysis.

UNIVARIATE ANALYSIS
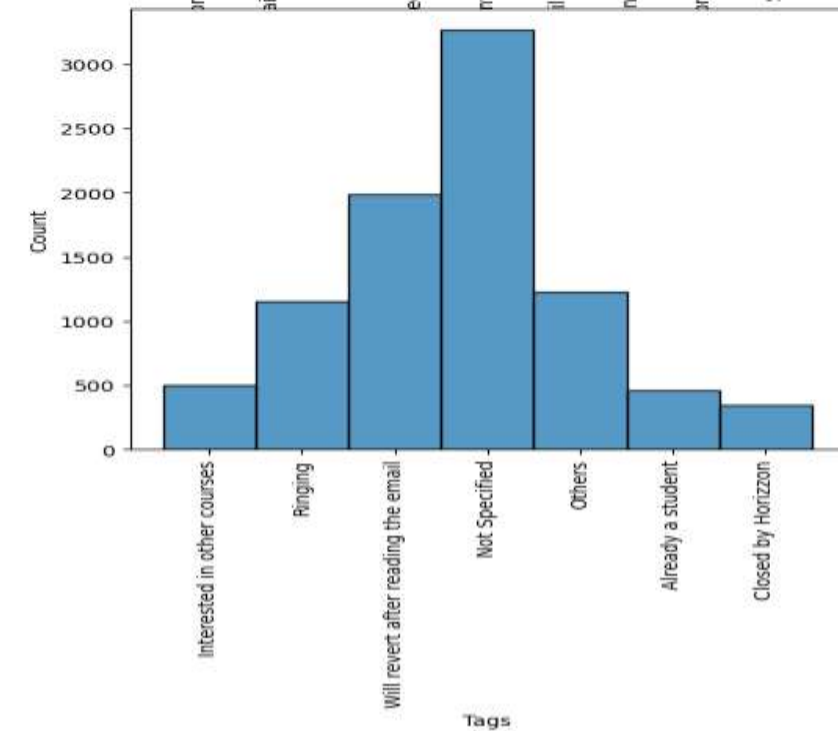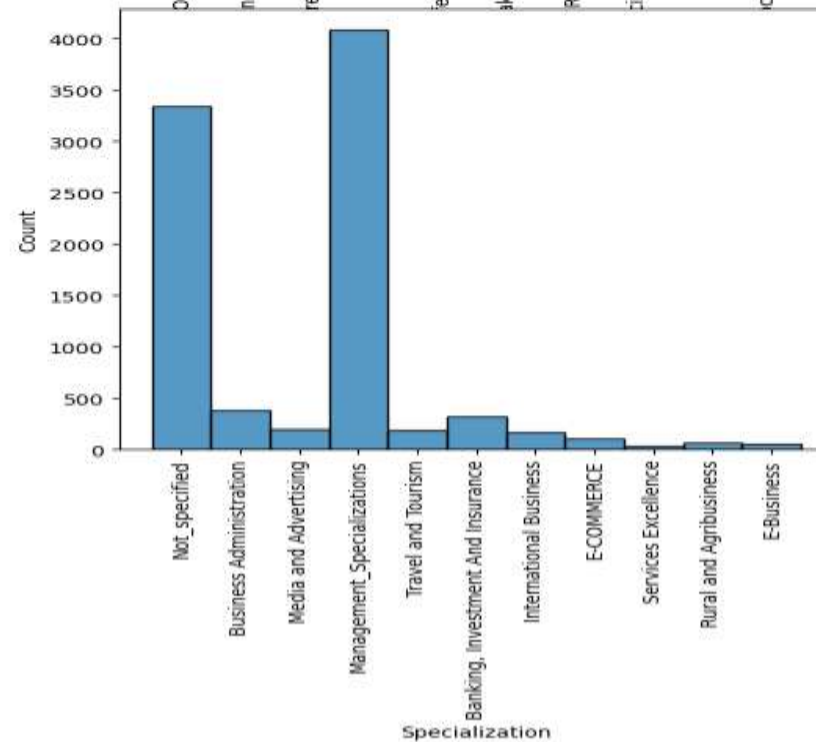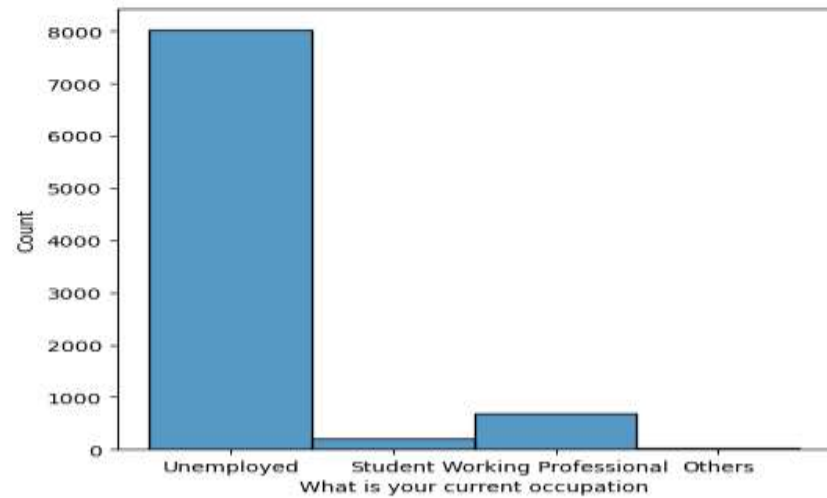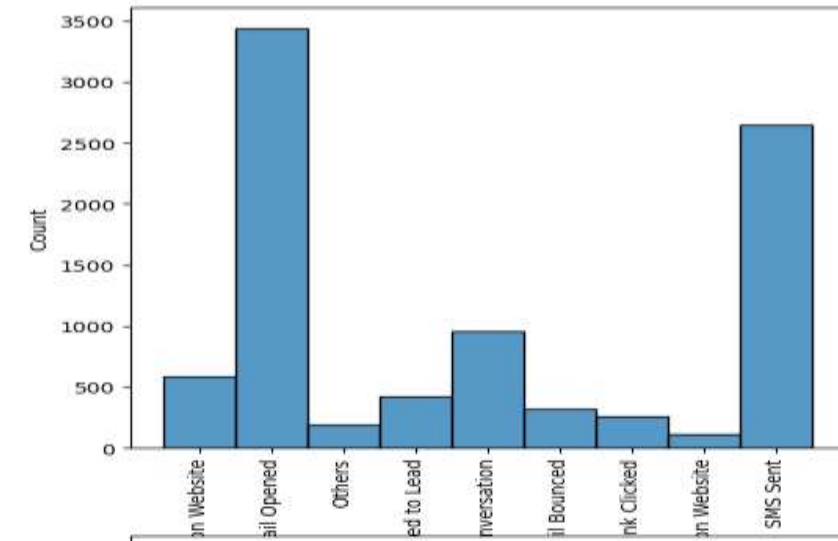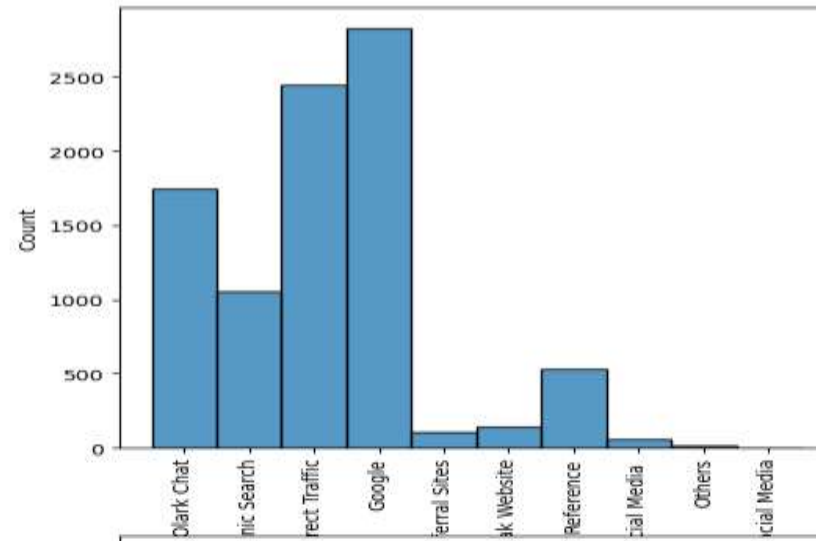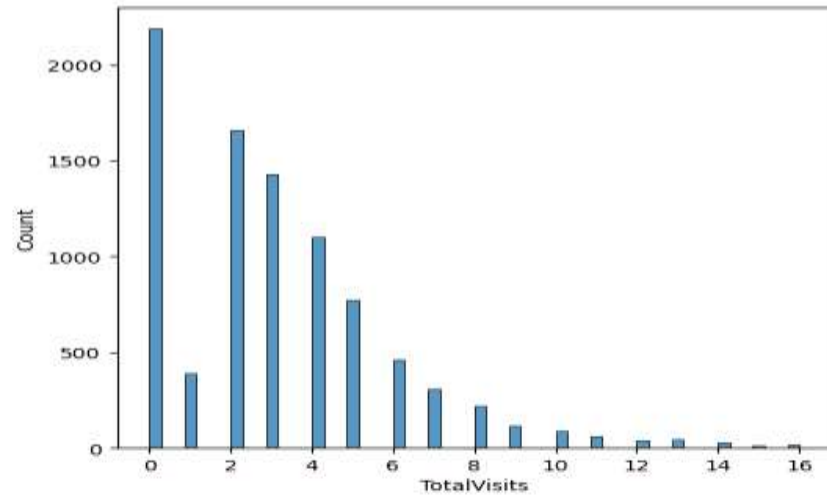
# OBSERVATIONS

The previous graph shows following observations:-

→. Maximum Frequency of Total Visits is in 0 Visits.

→Majority of the Lead Source is from Google Search followed by Direct Traffic.

→SMS sent and Email Opened as their last activity has maximum leads.

→Maximum leads has occupation as Unemployed, and conversion rate of
   Working Professionals is good.

→Not Specified has most number of Tags

Lead Origin Analysis

→We can see that the Landin Page Submission has the most converted rate amongst all origins available.
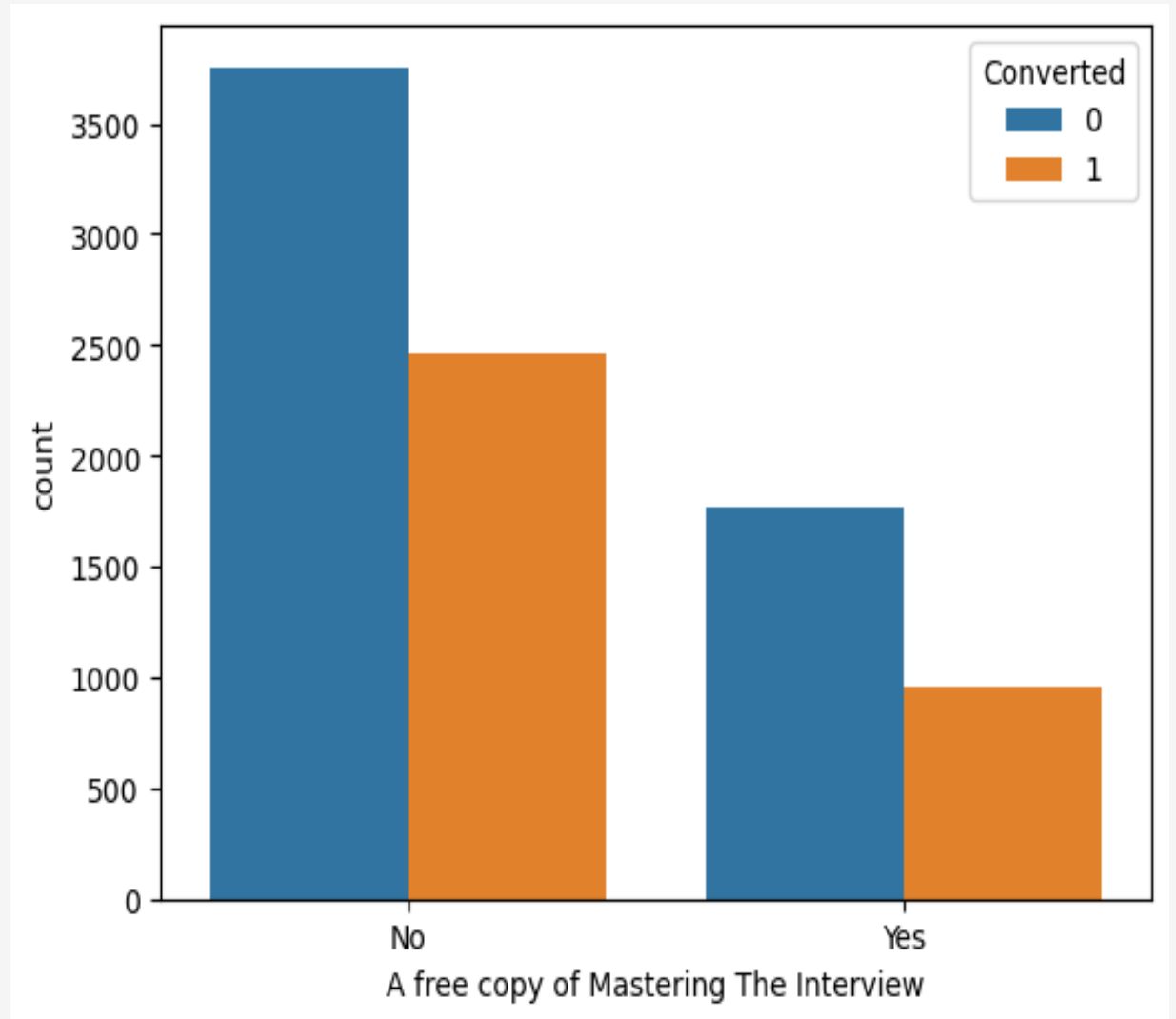
→ It is followed by API.

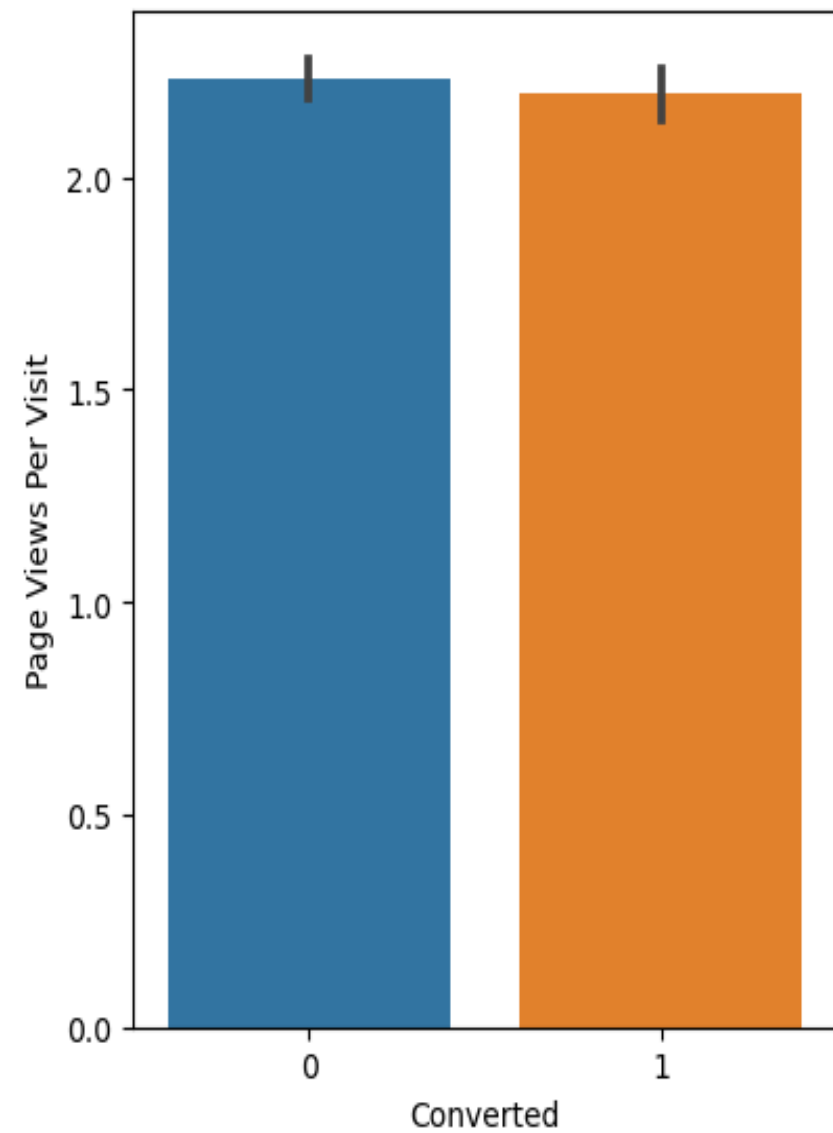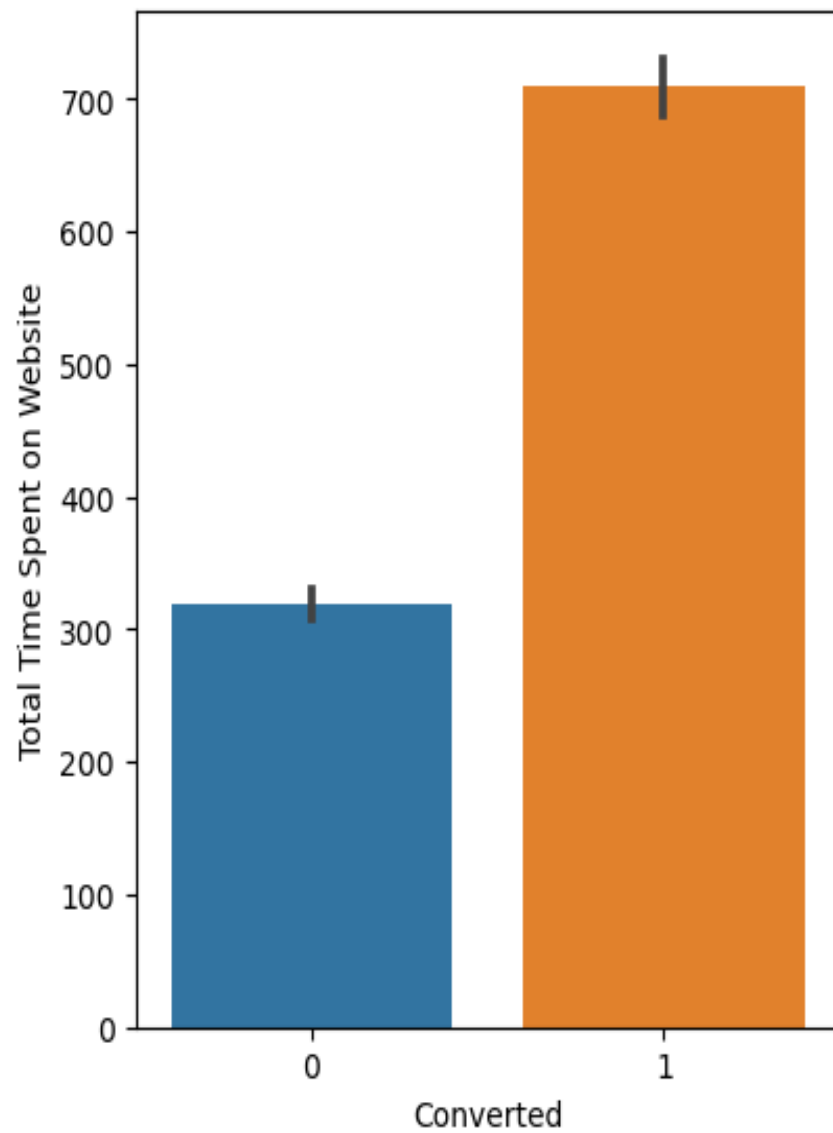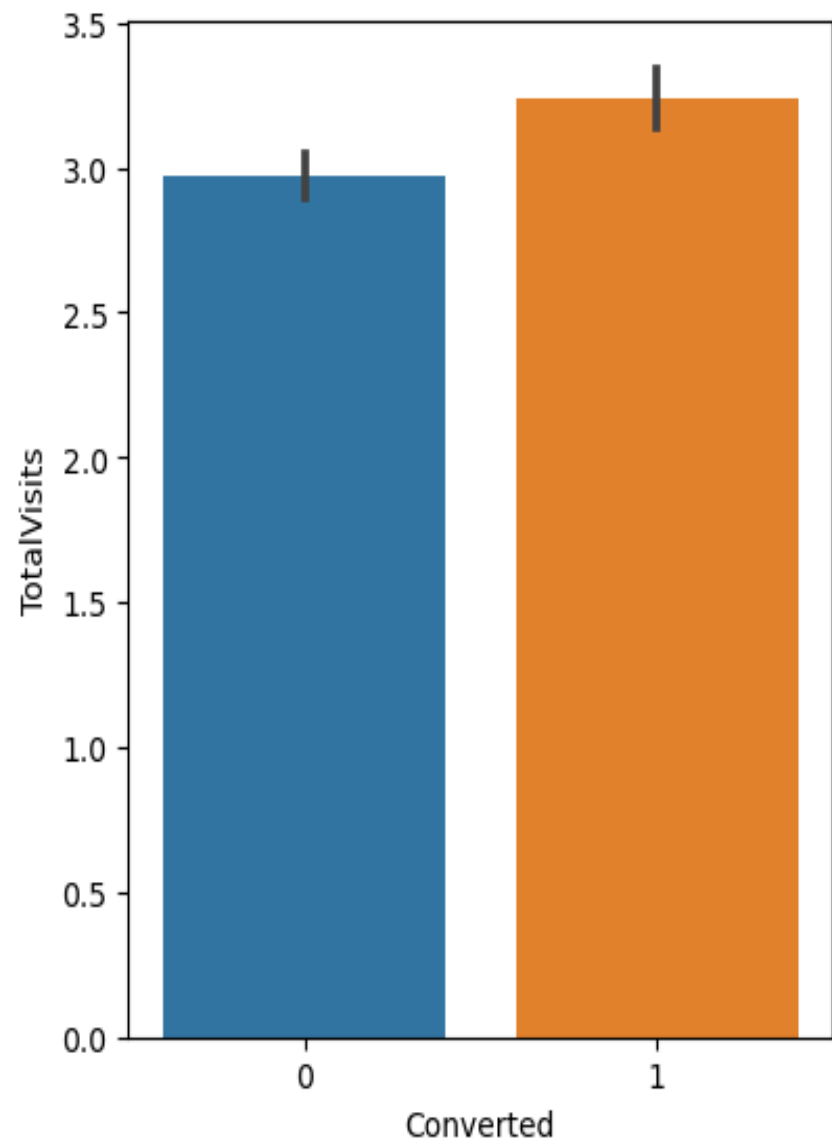→ It is also noticed that Lead Add form has more converted rate than non converted rate.
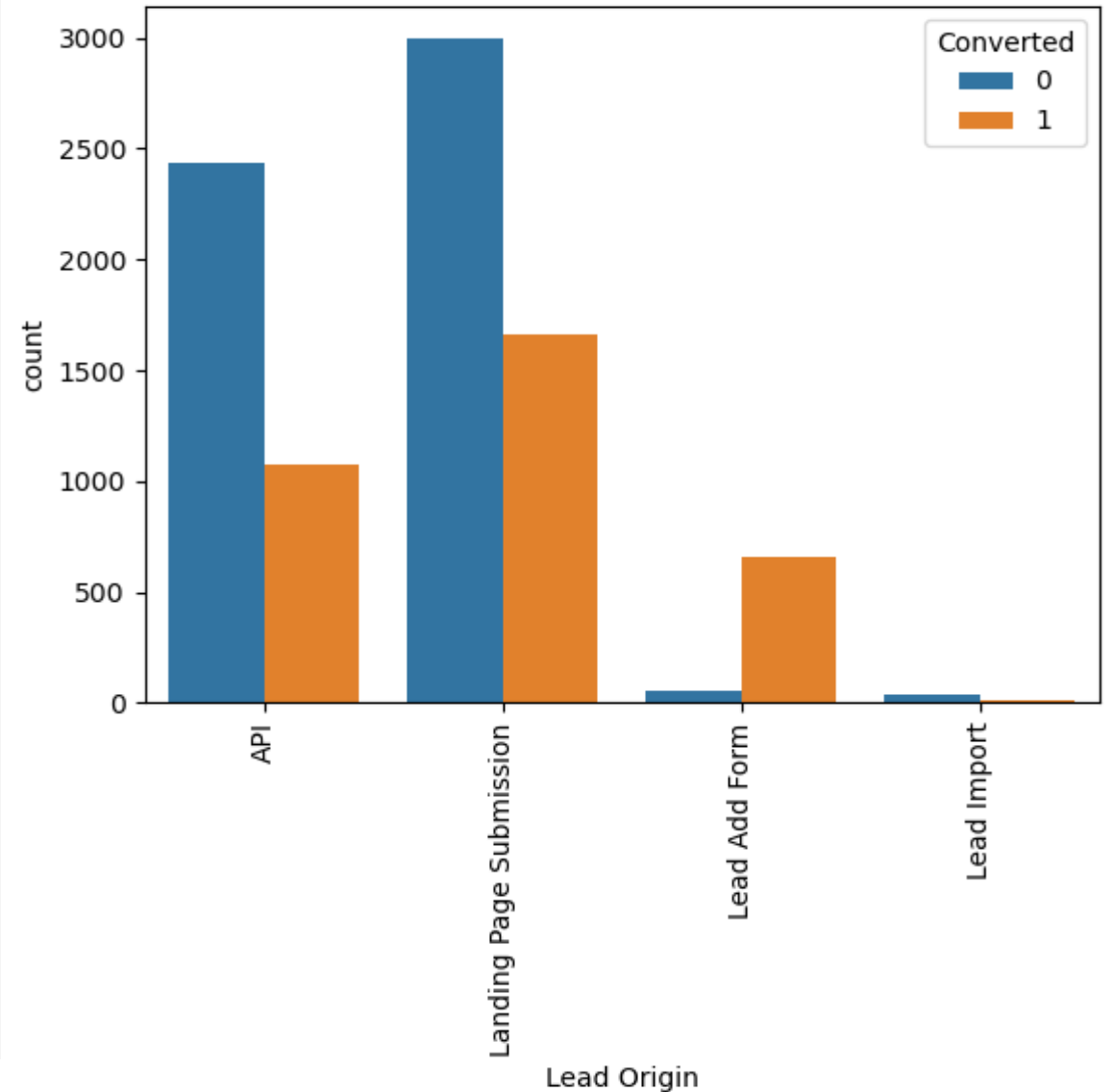
Free copy of Mastering Interview

→It can be seen that the student who did not opt for the Free copy of Mastering the Interview had the most likely chances to be Converted as compared to the student who opted for the Free copy.

BIVARIATE ANALYSIS

OBSERVATIONS

The Previous graph shows following Observations:-

→People with more visits to the webpage are more likely to be converted.

→People who spend more hours at our website has the most likely chances to be converted.

→Both Converted and non Converted students has similar amount of Page per Visit so we cannot conclude anything from this.

CHECKING CORRELATION

The following Observations can be made from the graph:-

→ Total Visits and Page per Visits had a strong correlation between each other.

→ Total time spent on the website and the converted has a positive correlation between each other.

→ Total visits and the total time spent on the website
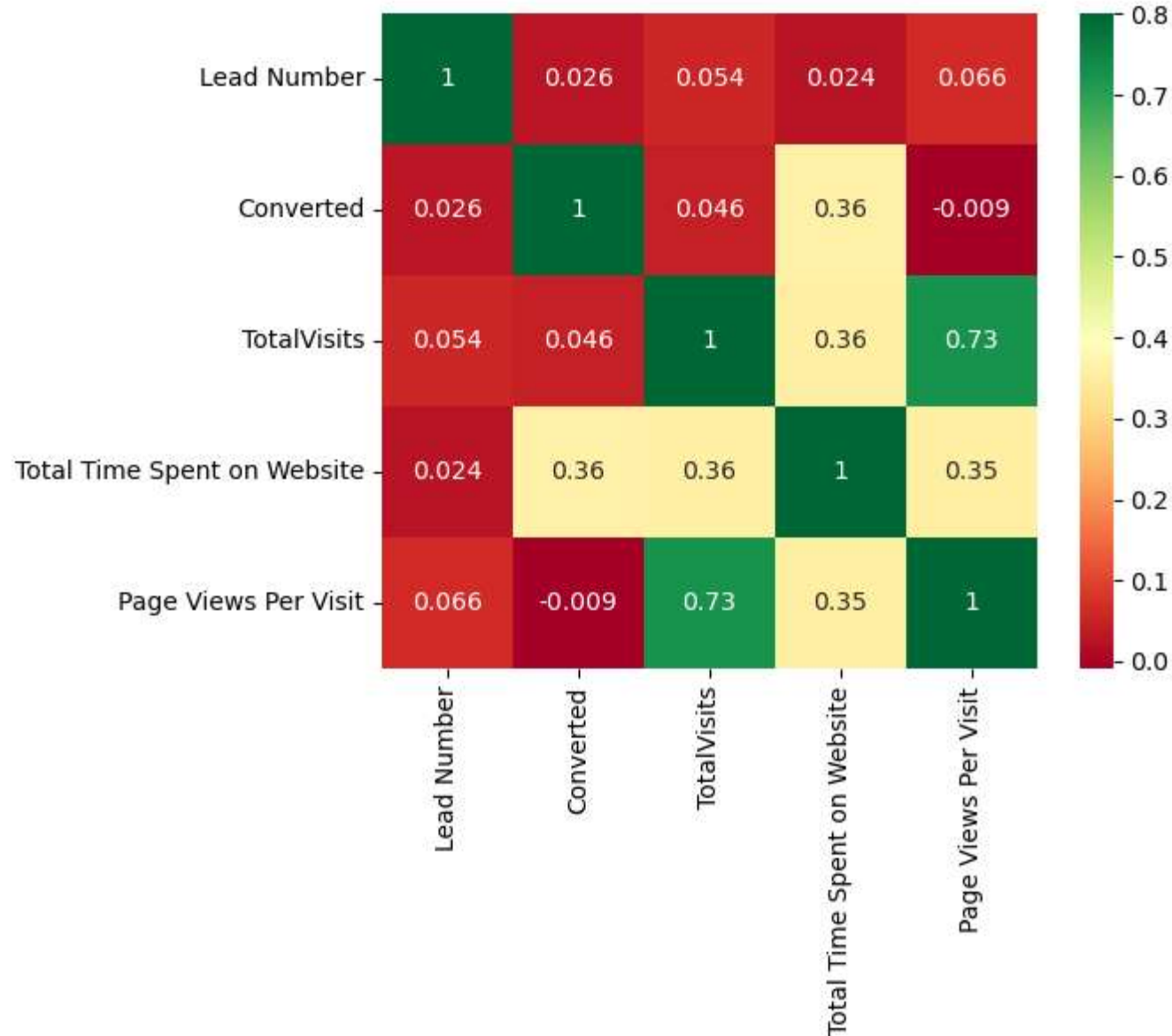
CONCLUSION

1. To improve overall Lead conversion rate, focus should be on improving lead conversion of Olark chat, organic search, direct traffic, and google leads and generate more leads from reference and wellingak website.

2. The Education company should more focus on student who has SMS sent and Email Opened as their last activity as it has the maximum number of Leads.

3. The Education company receives most number of students who are Unemployed, and the conversion rate of the Working Professionals are good so the company should more focus on them.

4. The Education company should look for students who did Landing Page submission because they have the most converted rate amongst all Lead Origins followed by API.

5. It was observed that students who did not took the free copy of Mastering the Interview were the most who got converted o the company should lay emphasis on the,.

6. The company should only go for students with more visits to the webpage are more likely to be converted. People who spend more hours at our website has the most likely chances to be converted.

More questions about PowerPoint?
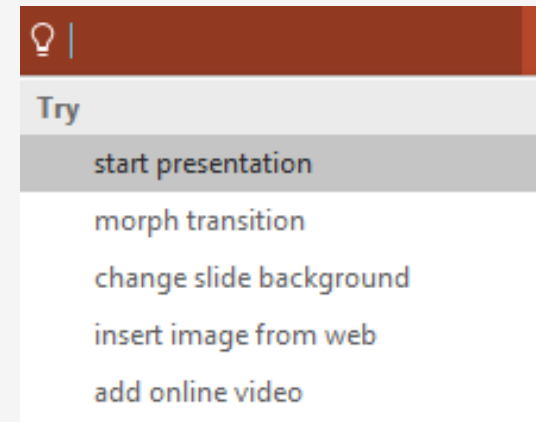
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