X Education
Lead Scoring Case Study

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Problem Statement

- X Education online would like to to increase the 'Hot leads' which would in-turn help sales team to increase the lead conversation rate by focusing on communicating with potential leads instead of everyone.

- Typical lead conversion rate ~ 30%

- Target lead conversion rate ~ 80%

- Identification of the most promising leads who are most likely to convert into paying customers

- We have to assign a lead score to each of the leads to identify HOT-LEADS

Business objective

- To help X Education select the most promising conversion rate of ~ 80 %

- To build a model to assign a lead score to each of the leads, such that customers with high lead score are hot leads most likely to convert, and customers with low score means cold leads and not likely to convert

- To build a logistic regression model to assign a lead score between 0 and 100 to each of the leads
  which can be used by the company to target potential leads

- To address few more problems presented by the company, which the model should be able to adjust to incase the company's requirement changes in the future
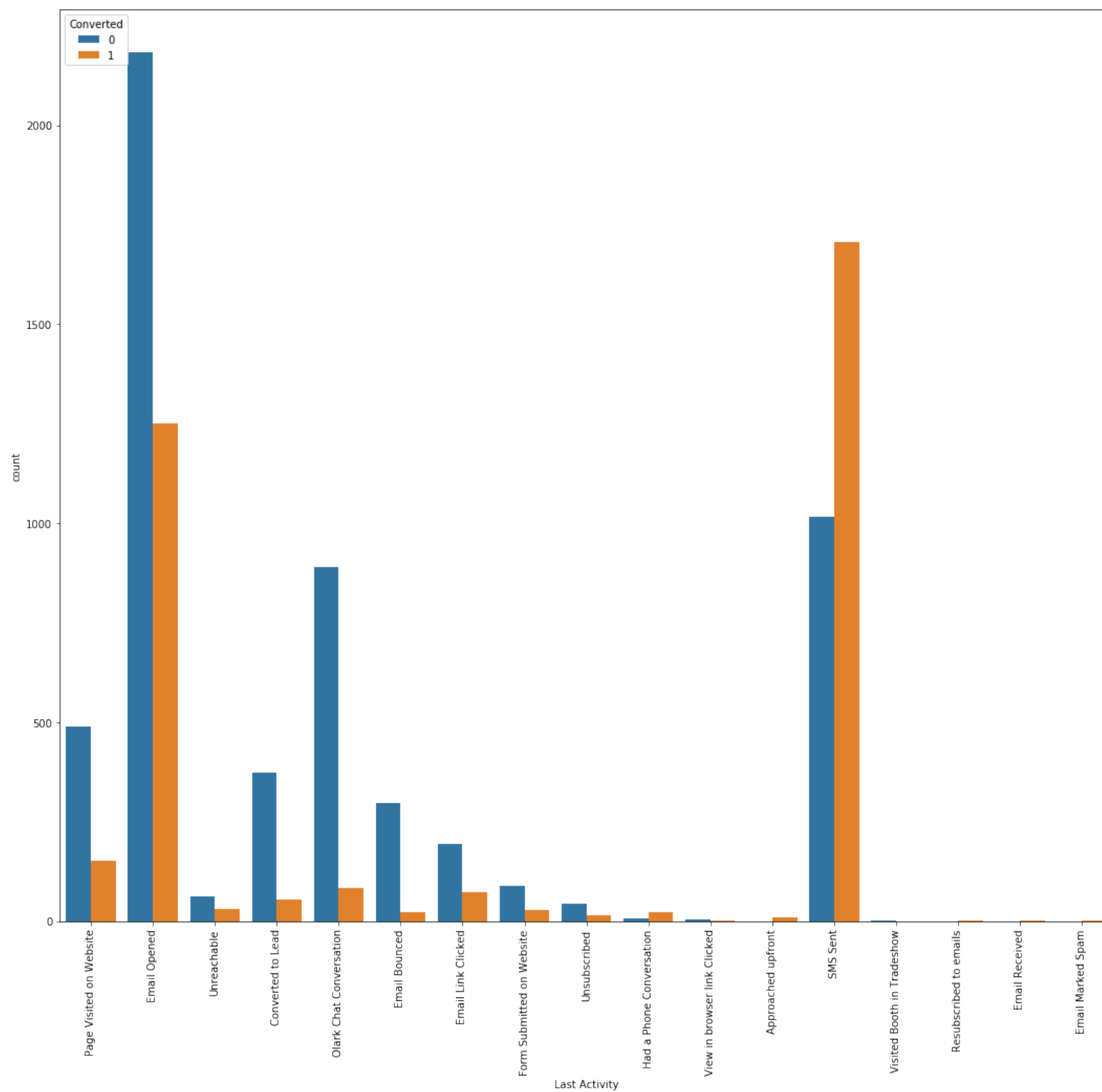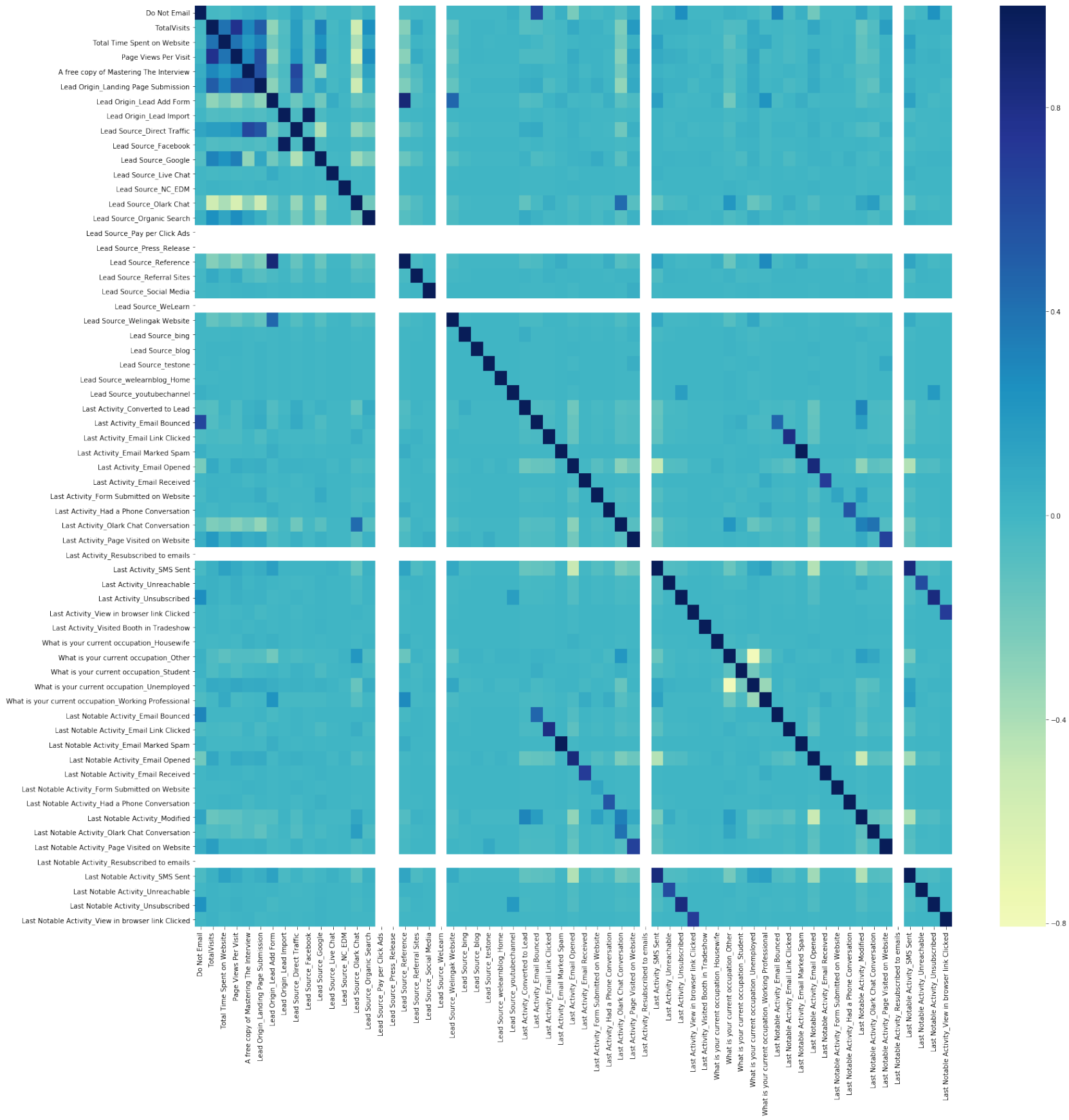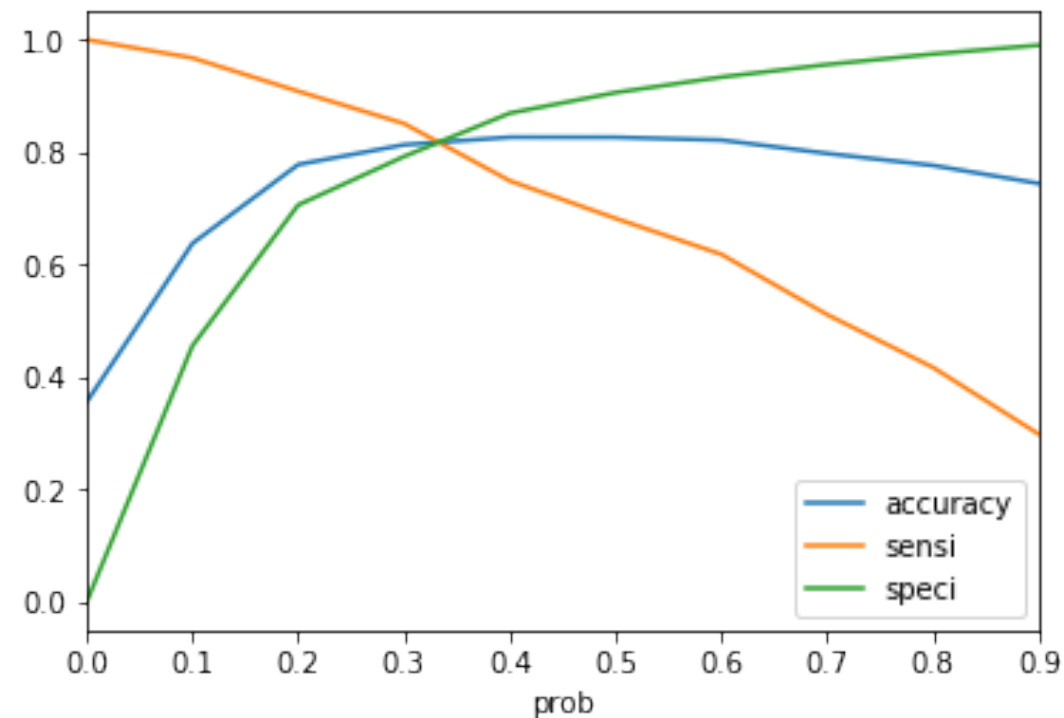
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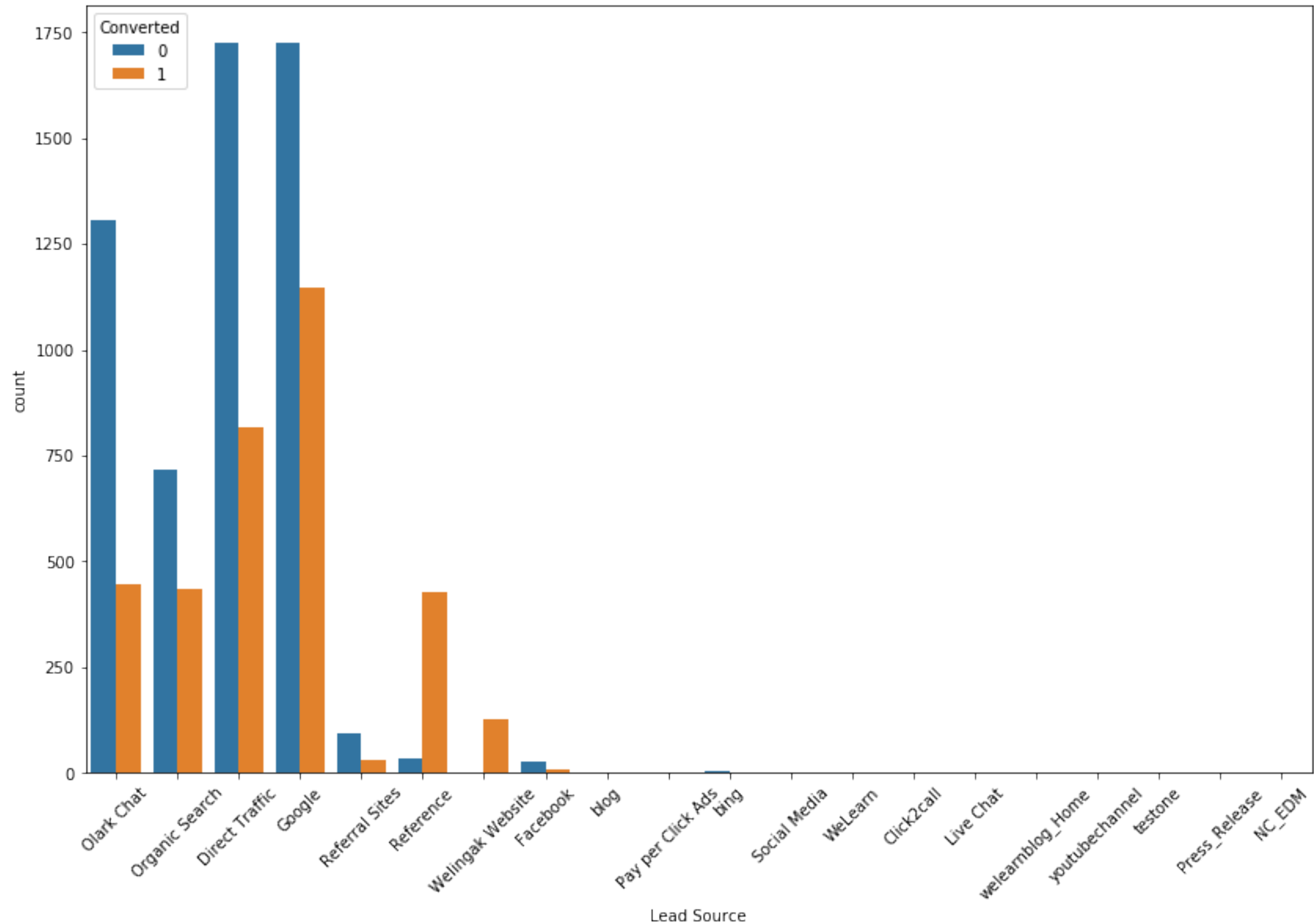
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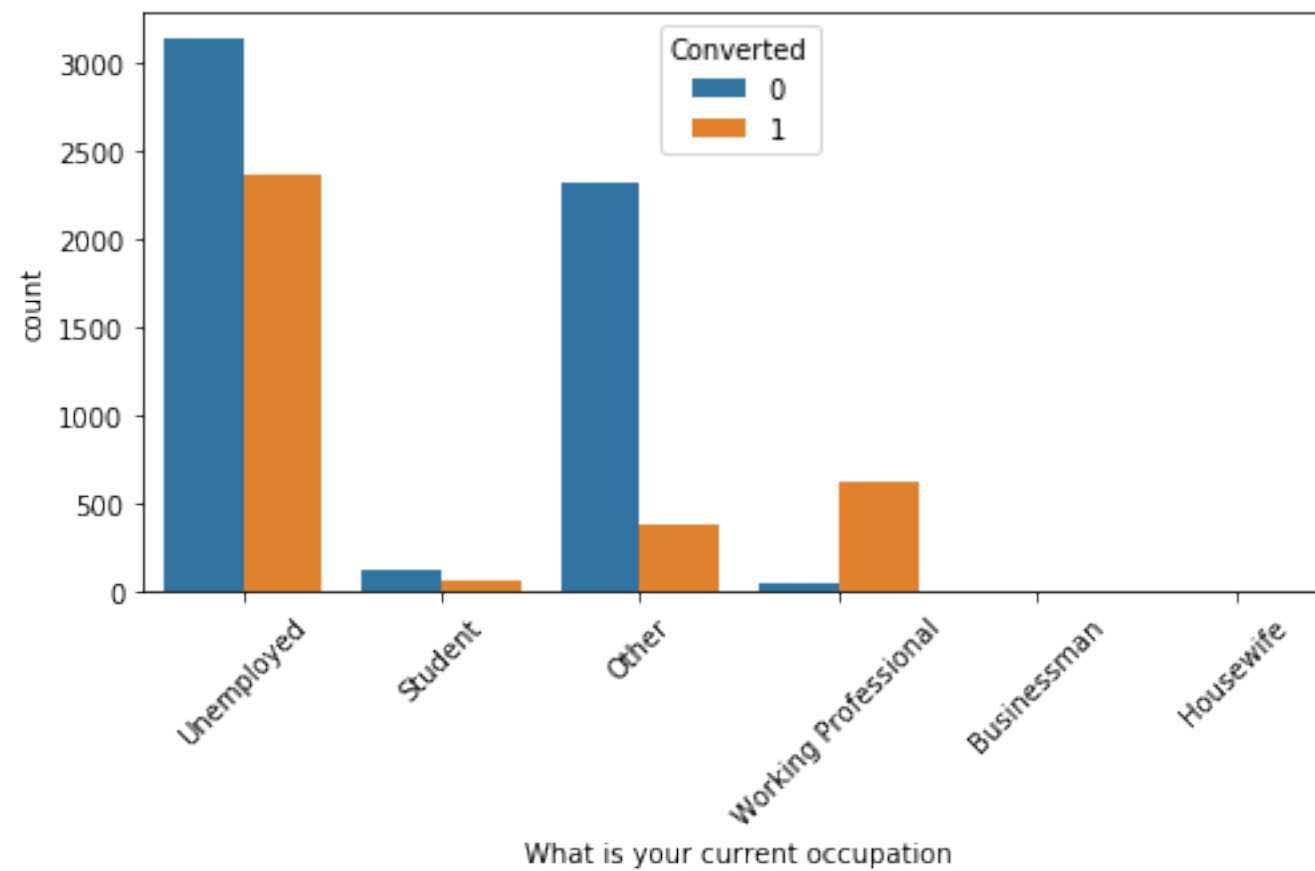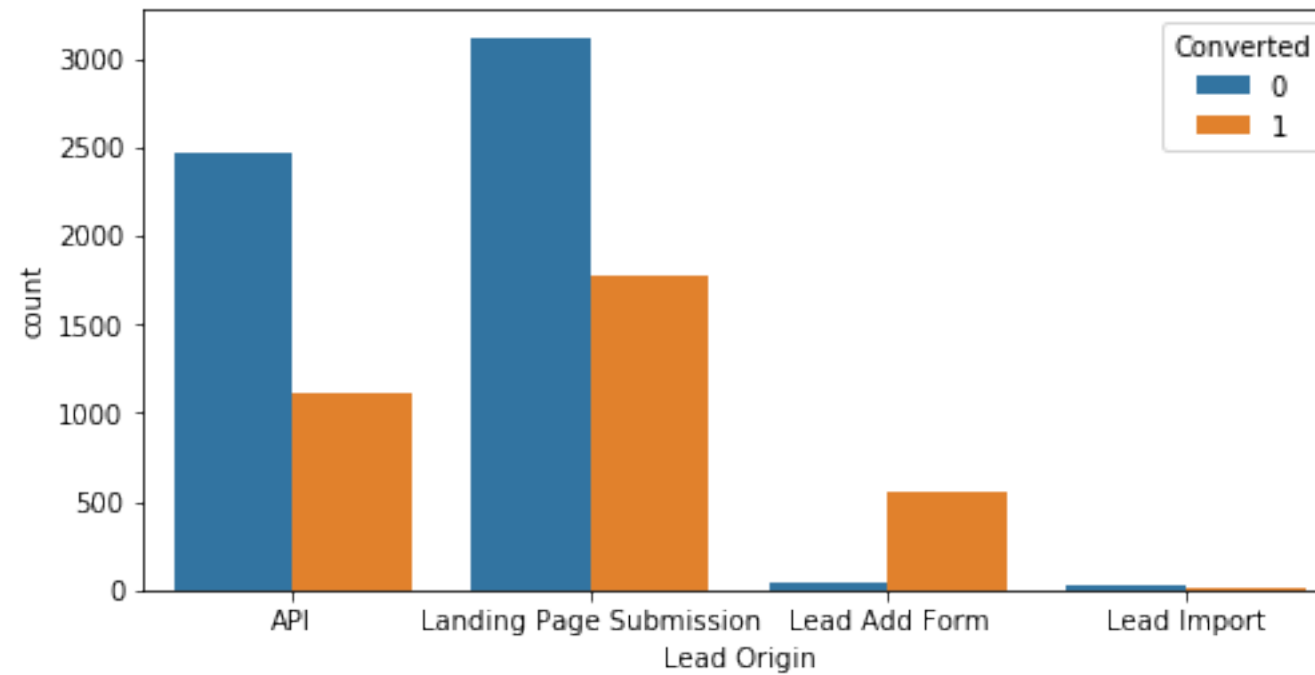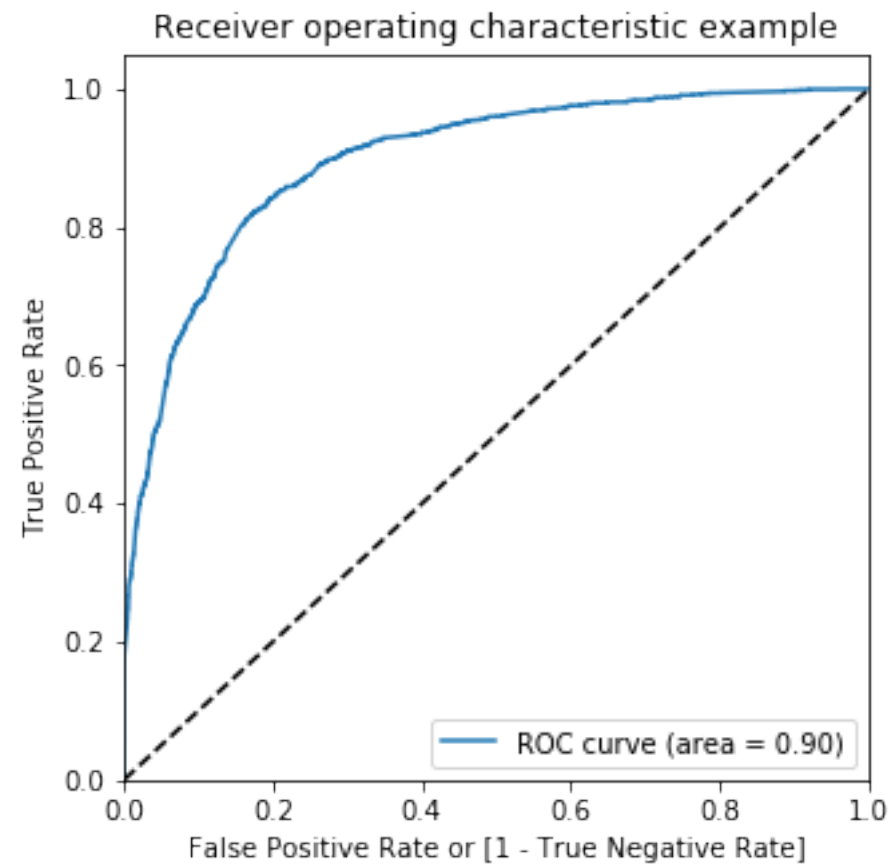
Visualization

Visualization

Final Model and Optimal cut-off Point

A plot of accuracy, sensitivity & specificity suggests 0.35 as the optimum probability for conversion

Roc Curve with area under curve

ROC curve with area under the curve at 90%

Adjusting the model by using Precision & Recall

- During aggressive phase, the model may be tuned in a way that no potential lead is missed out

- During sluggish phase, the model may be tuned in a way that to minimize useless calls.