

Sunday, 17 September 2023

Lead Scoring Case Study

Summary

A case study on lead scoring has been conducted using a logistic regression model to address specific business requirements.

In the initial stage, a substantial number of leads are generated, but only a limited percentage of them ultimately convert into paying customers.

The majority of leads originate from India, with Mumbai being the city with the highest number of leads.

In certain columns, there is a level called 'Select,' indicating that the student did not make a specific selection for that column. To obtain more useful data, it is advisable to enforce mandatory selections in columns like Customer Occupation, Specialisation, etc.

Higher total visit counts and more time spent on the platform may increase the likelihood of lead conversion.

Leads who join courses for better career prospects, particularly those with specialisations in Finance Management, show a higher probability of conversion. Leads from HR, Finance & Marketing Management also exhibit a high probability of conversion.

Regarding the last notable activity, improving customer engagement through email and calls can contribute to lead conversion. Leads that open emails have a higher probability of conversion, and sending SMS messages can also be beneficial.

A significant portion of the leads is currently unemployed, suggesting a need to focus on strategies to engage and convert unemployed leads effectively.