

Lead Score - Case Study

From-

**Sonika Rajawat
Soumita Paladhi
Sourabh Pathak**

Problem Statement

- ▶ X Education sells online courses to industry professionals.
- ▶ X Education gets a lot of leads, its lead conversion rate is very poor. For example, if, say, they acquire 100 leads in a day, only about 30 of them are converted.
- ▶ To make this process more efficient, the company wishes to identify the most potential leads, also known as 'Hot Leads'.
- ▶ If they successfully identify this set of leads, the lead conversion rate should go up as the sales team will now be focusing more on communicating with the potential leads rather than making calls to everyone.

Business Objective:

- ▶ X education wants to know most promising leads.
- ▶ For that they want to build a Model which identifies the hot leads.
- ▶ Deployment of the model for the future use.

Solution Methodology

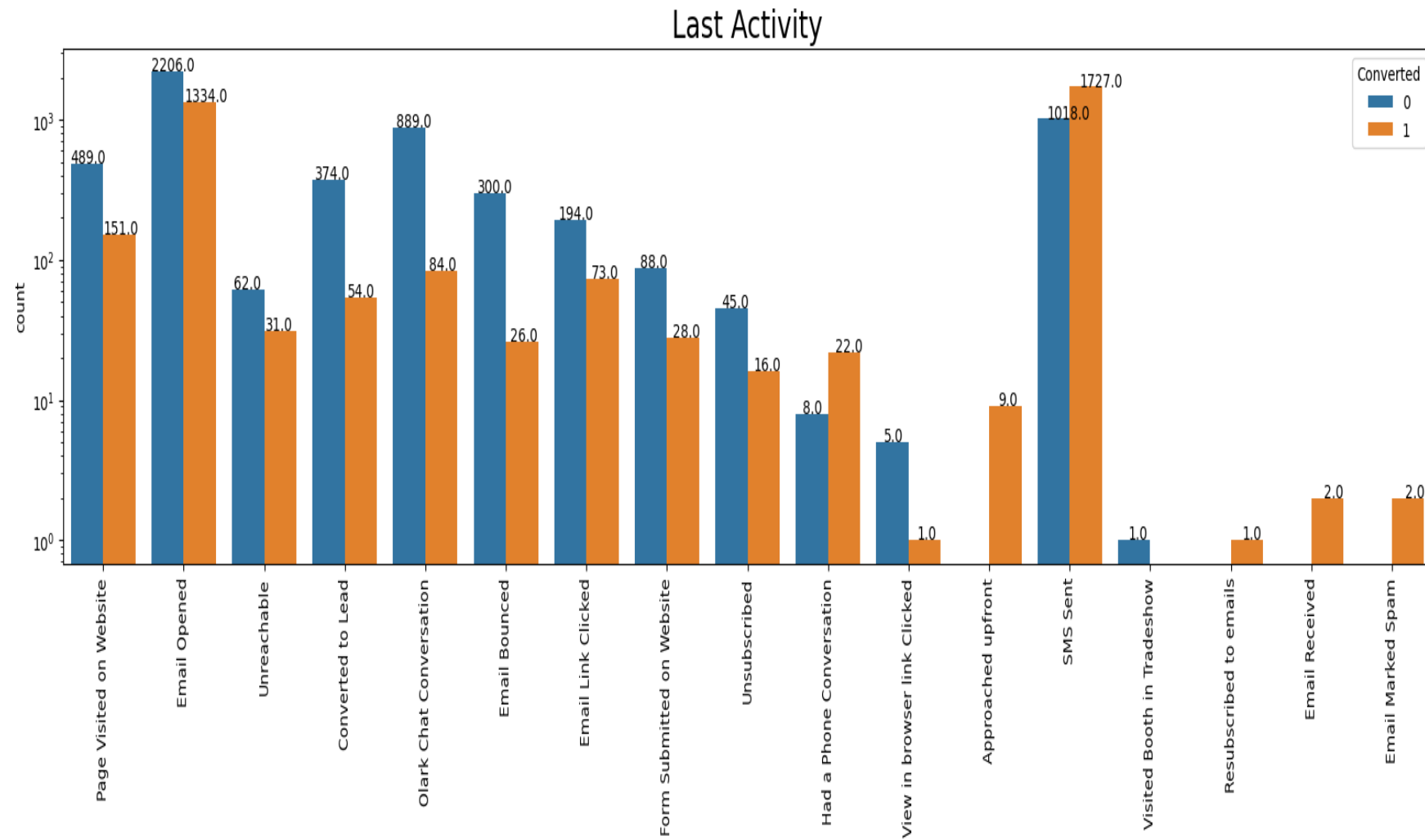
- ▶ Data cleaning and data manipulation.
 1. Check and handle duplicate data.
 2. Check and handle NA values and missing values.
 3. Drop columns, if it contains large amount of missing values and not useful for the analysis.
 4. Imputation of the values, if necessary.
 5. Check and handle outliers in data.
- ▶ EDA
 1. Univariate data analysis: value count, distribution of variable etc.
 2. Bivariate data analysis: correlation coefficients and pattern between the variables etc.
- ▶ Feature Scaling & Dummy Variables and encoding of the data.
- ▶ Classification technique: logistic regression used for the model making and prediction.
- ▶ Validation of the model.
- ▶ Model presentation.
- ▶ Conclusions and recommendations.

Data Manipulation

- ▶ Total Number of Rows =37, Total Number of Columns =9240.
- ▶ Single value features like “Magazine”, “Receive More Updates About Our Courses”, “Update me on Supply”
- ▶ Chain Content”, “Get updates on DM Content”, “I agree to pay the amount through cheque” etc. have been dropped.
- ▶ Removing the “Prospect ID” and “Lead Number” which is not necessary for the analysis.
- ▶ After checking for the value counts for some of the object type variables, we find some of the features which has no enough variance, which we have dropped, the features are: “Do Not Call”, “What matters most to you in choosing course”, “Search”, “Newspaper Article”, “X Education Forums”, “Newspaper”, “Digital Advertisement” etc.
- ▶ Dropping the columns having more than 30% as missing value such as ‘How did you hear about X Education’ and ‘Lead Profile’.

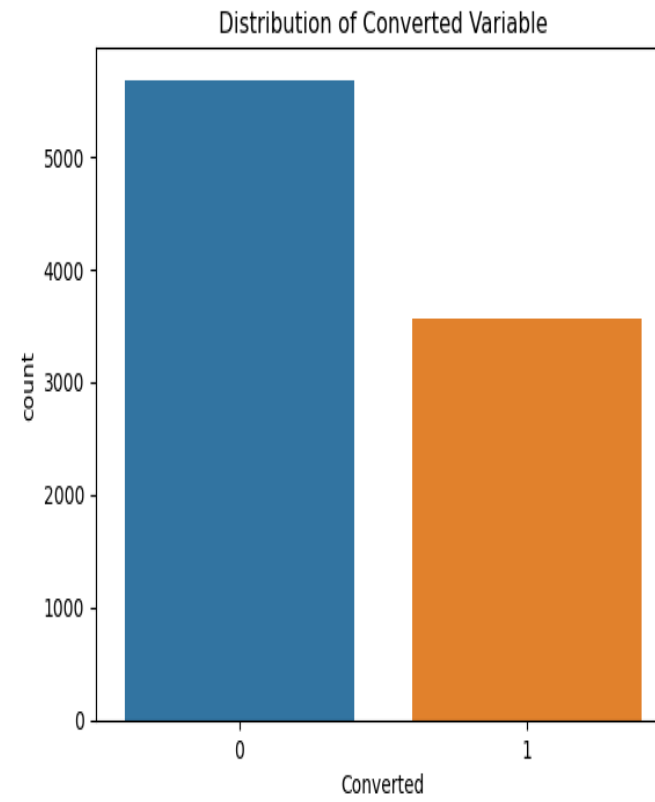
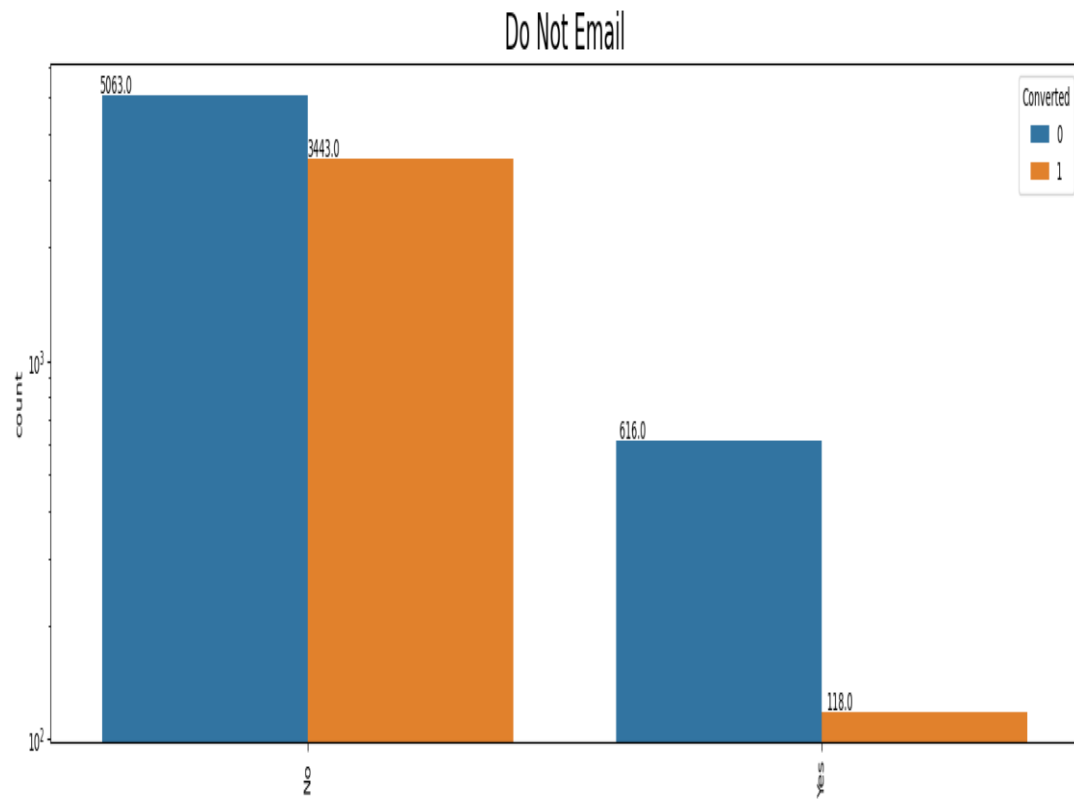
EDA

Univariate Analysis



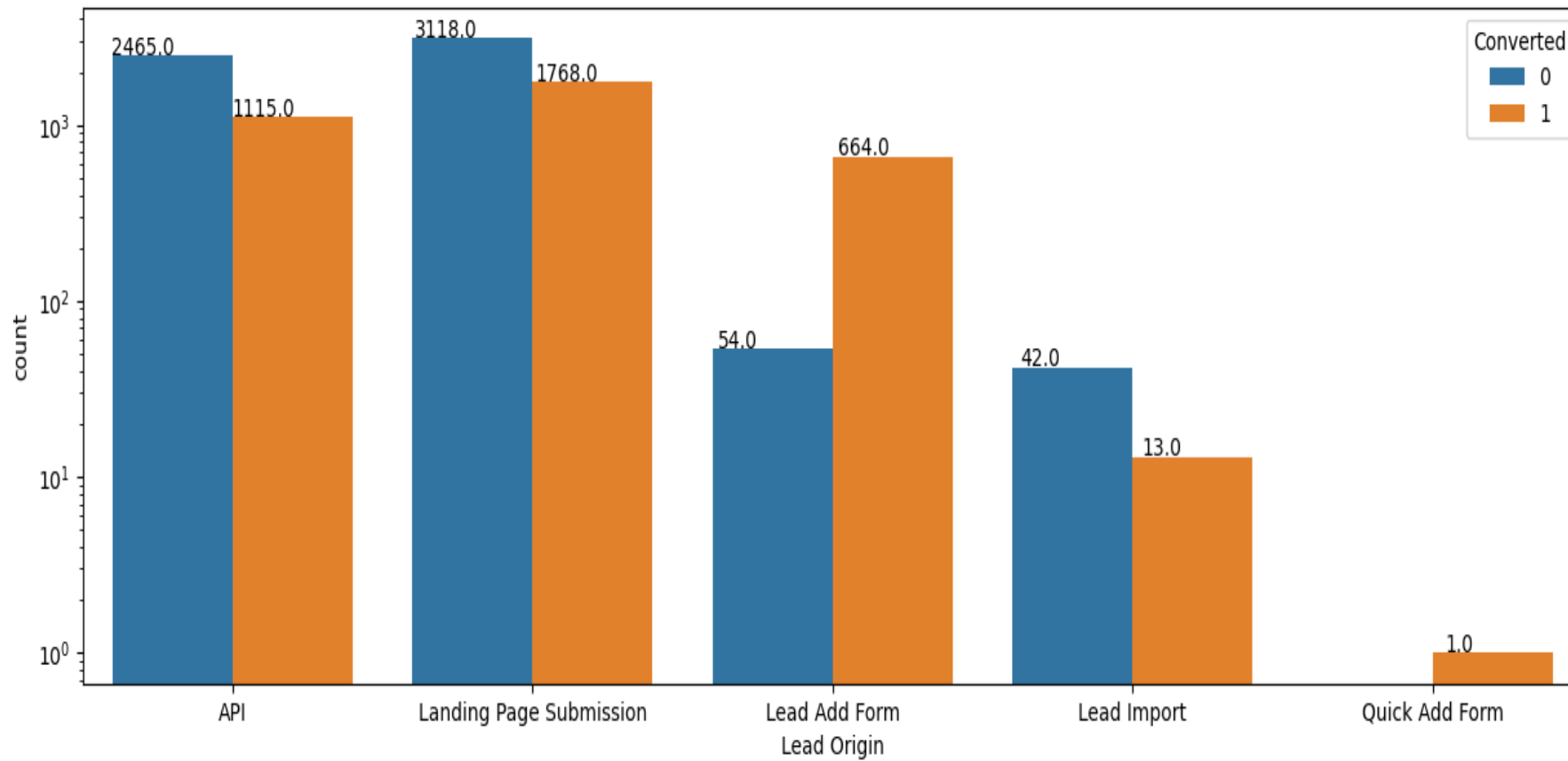
EDA

Univariate Analysis



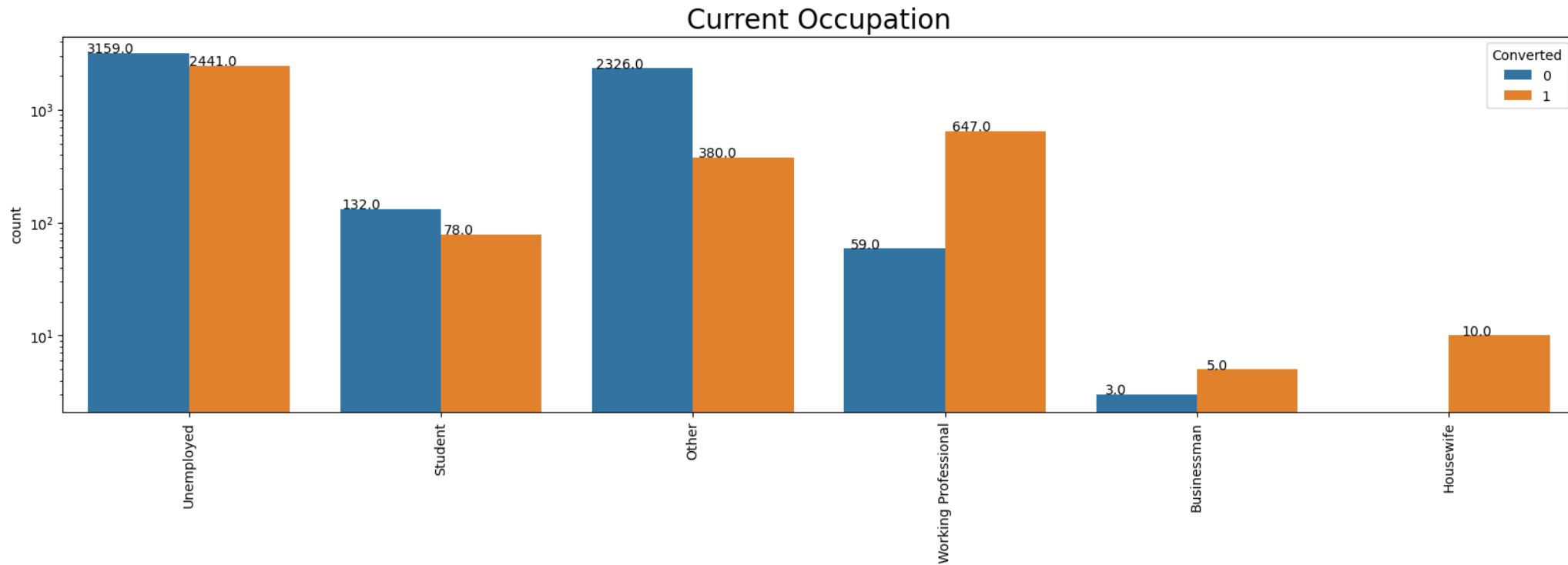
EDA

Univariate Analysis



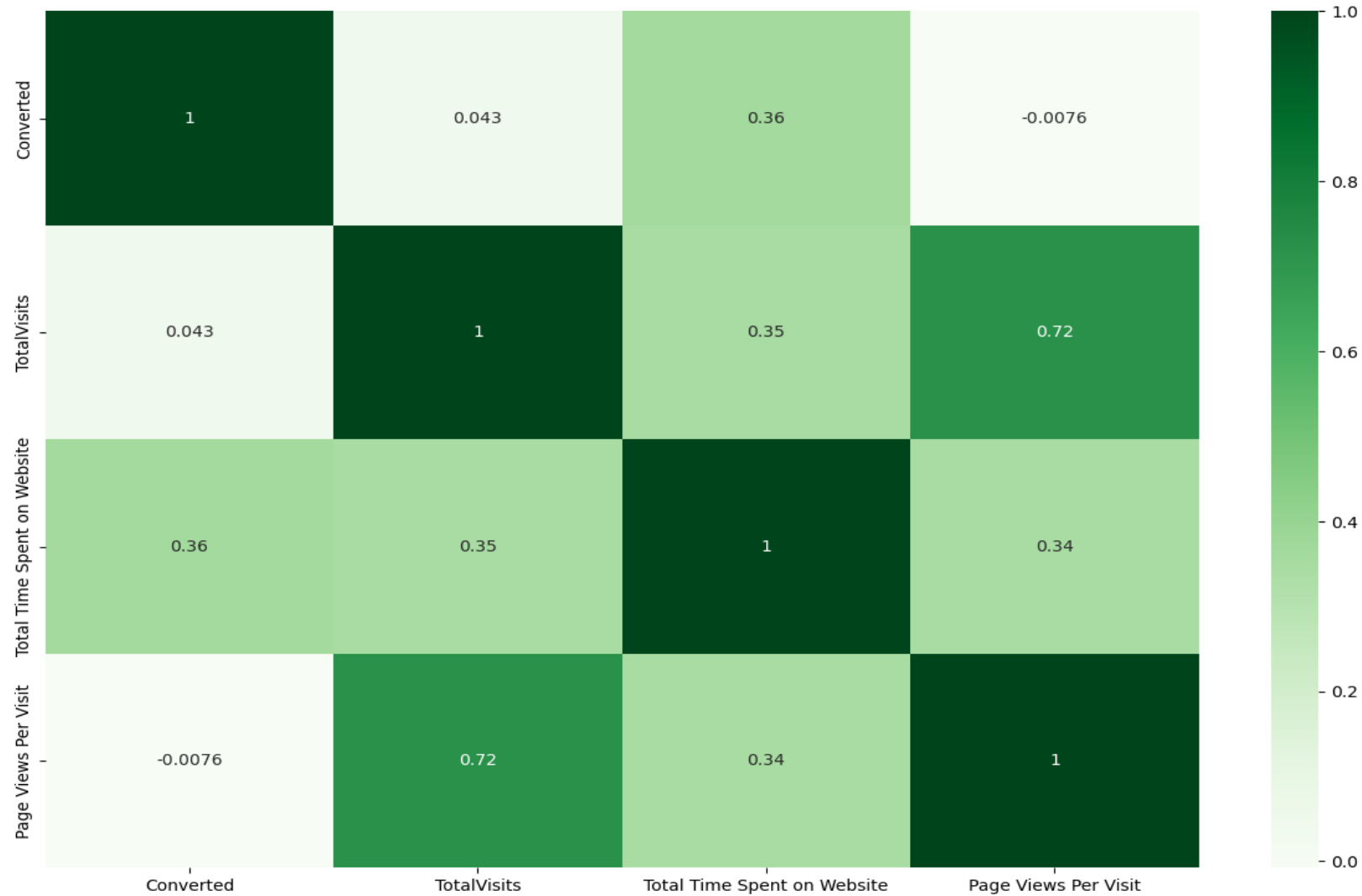
EDA

Univariate Analysis

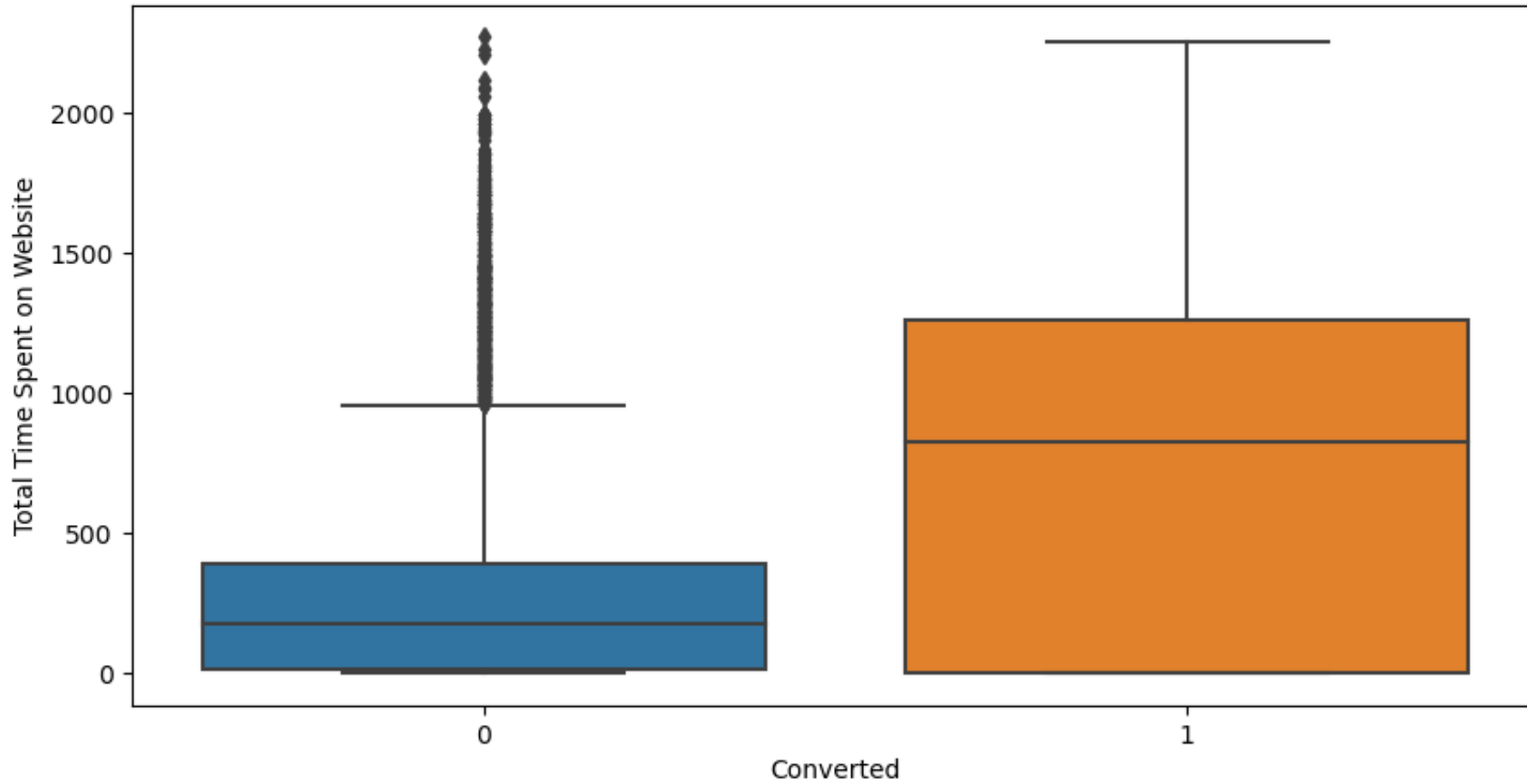


Bivariate Analysis

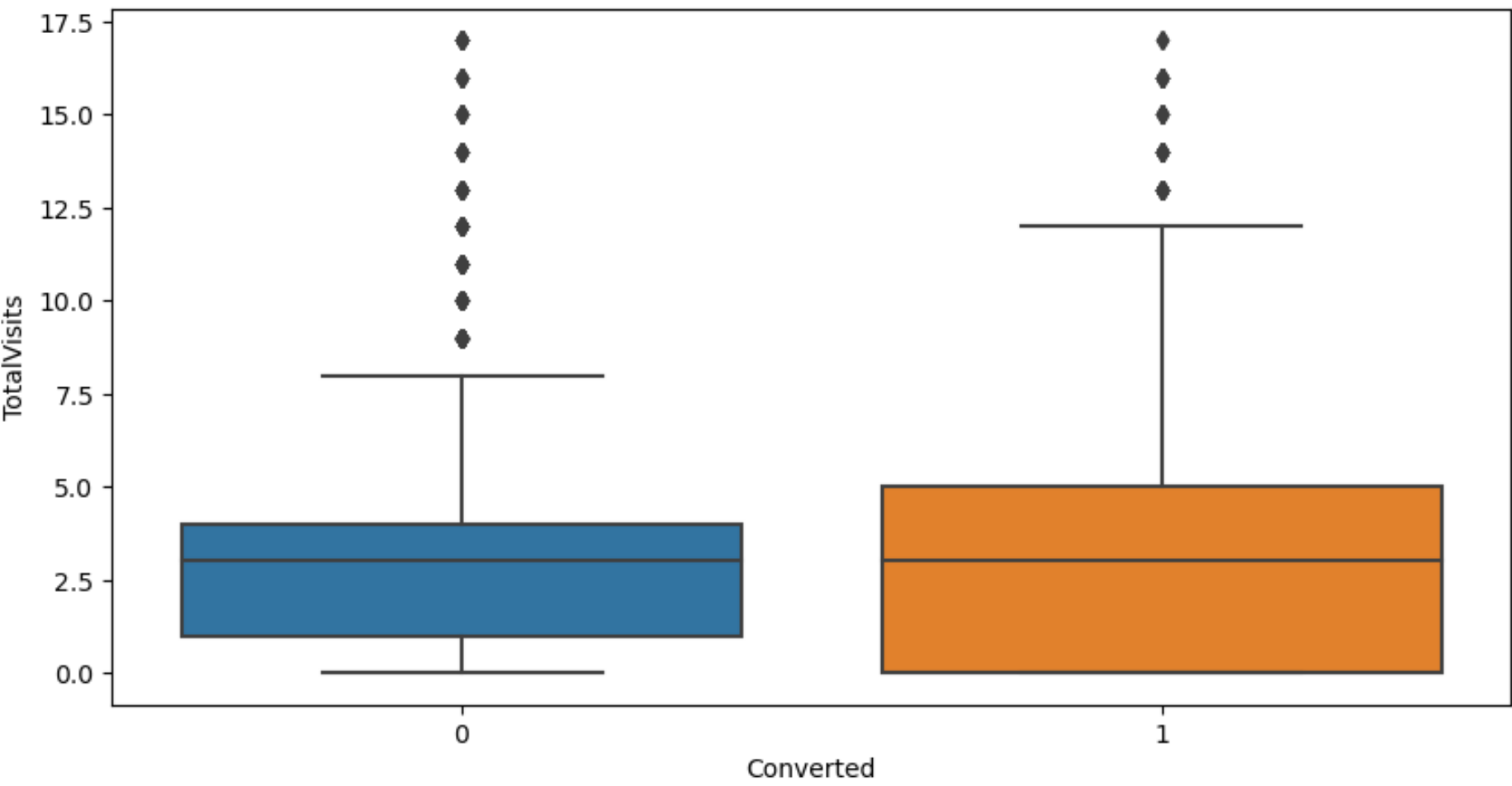
Heat map to understand attribute correlation :-



Plotting box plot of "Total Time Spent on Website" vs Converted variable to check data distribution:-



Plotting box of "Total Visits" vs Converted variable to check data distribution:-



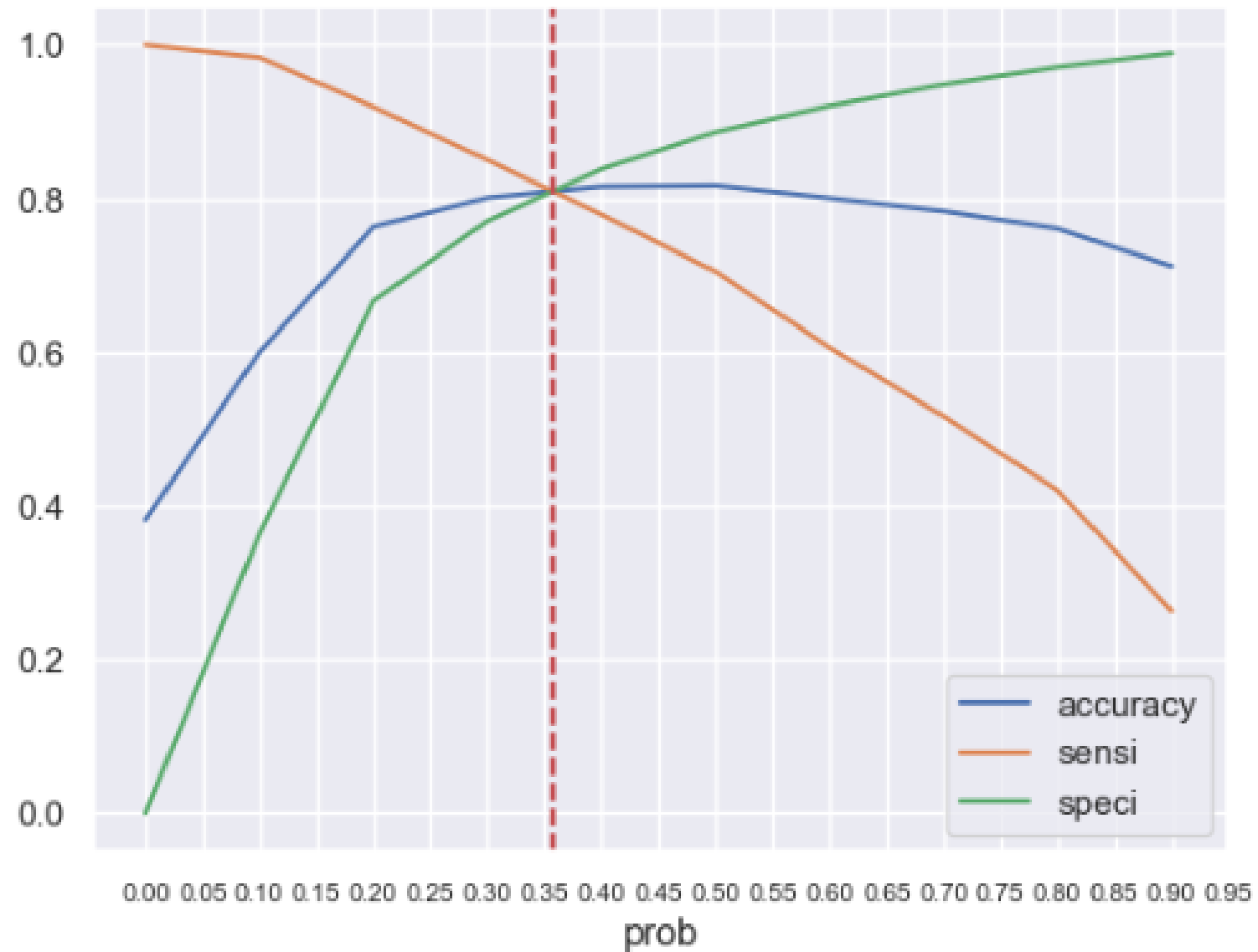
Data Conversion

- ▶ Numerical Variables are Normalised
- ▶ Dummy Variables are created for object type variables
- ▶ Total Rows for Analysis: 9090
- ▶ Total Columns for Analysis: 51

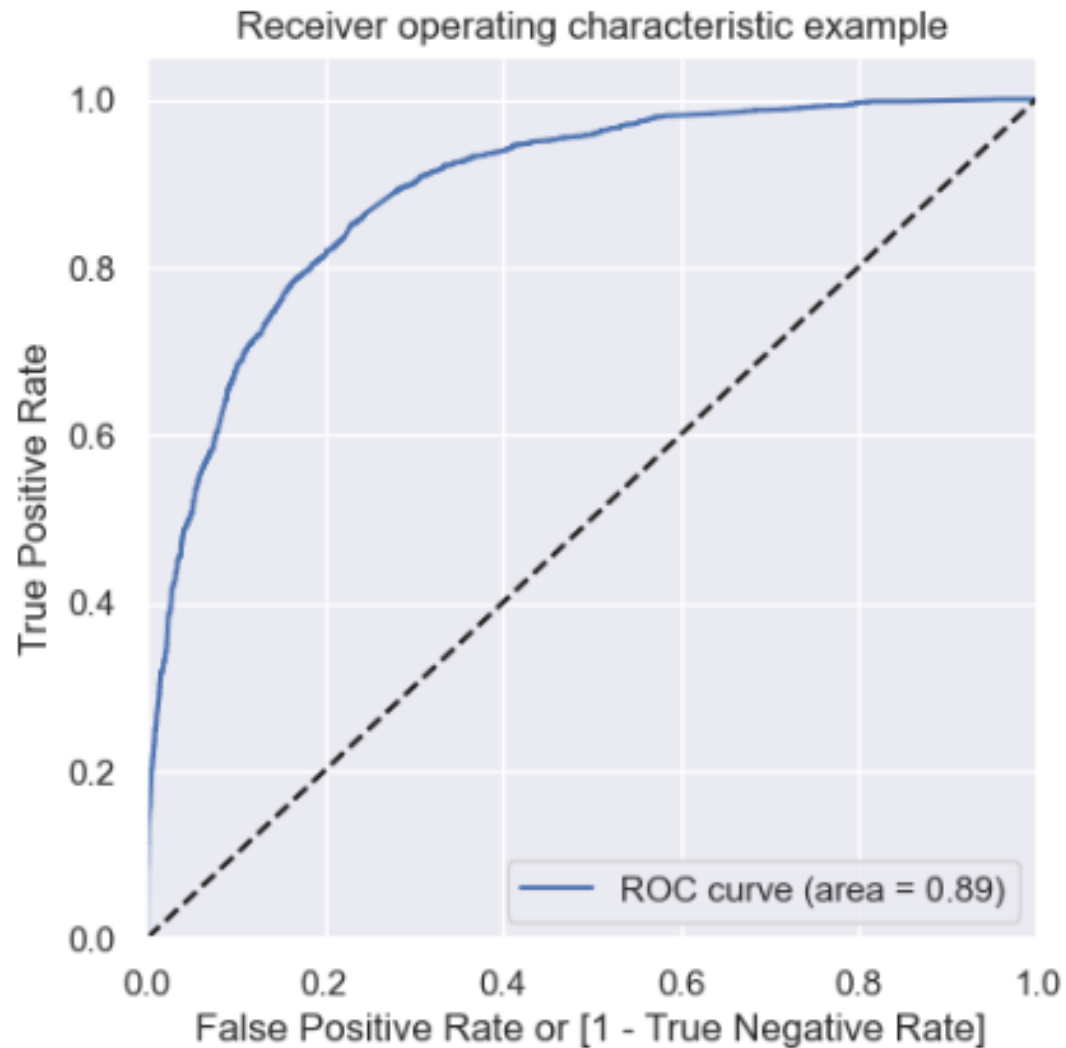
Model Building

- ▶ Splitting the Data into Training and Testing Sets
- ▶ The first basic step for regression is performing a train-test split, we have chosen 70:30 ratio.
- ▶ Use RFE for Feature Selection
- ▶ Running RFE with 15 variables as output
- ▶ Building Model by removing the variable whose p- value is greater than 0.05 and vif value is greater than 5
- ▶ Predictions on test data set
- ▶ Overall accuracy **80%**

Plotting accuracy, sensitivity and specificity for various probabilities:-



ROC Curve:-



- **Finding Optimal Cut off Point**
- Optimal cut off probability is that
- probability where we get balanced sensitivity and specificity.
- From the second graph it is visible that the optimal cut off is at 0.35.

Conclusion

To improve the potential lead conversion rate X-Education will have to mainly focus important features responsible for good conversion rate are :-

- Lead Source_Welingak Website : As conversion rate is higher for those leads who got to know about course from 'Welingak Website',so company can focus on this website to get more number of potential leads.
- Lead Origin_Lead Add Form: Leads who have engaged through 'Lead Add Form' having higher conversion rate so company can focus on it to get more number of leads cause have a higher chances of getting converted.
- What is your current occupation_Working Professional : The lead whose occupation is 'Working Professional' having higher lead conversion rate ,company should focus on working professionals and try to get more number of leads.
- Last Activity_SMS Sent: Lead whose last activity is sms sent can be potential lead for company.
- Total Time Spent on website: Leads spending more time on website can be our potential lead.