

# **Lead Scoring Case Study Summary**

**Team members -Malini S, Ricky Samuel, Sumit Tiwari**

## **Introduction:**

An education company named X Education sells online courses to industry professionals. The company markets its courses on several websites and search engines like Google. Once these people land on the website, they might browse the courses or fill up a form for the course, or watch some videos. When these people fill up a form providing their email address or phone number, they are classified to be a lead. The typical lead conversion rate at X education is around 30%.

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 Objectives:**

1. 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.
2. A higher score would mean that the lead is hot, i.e. is most likely to convert whereas a lower score would mean that the lead is cold and will mostly not get converted.

**Logistic Regression model is built for this case study.**

## **Algorithm:**

- Reading the dataset
- Data Cleaning
- Exploratory Data Analysis
- Data Preparation
- Splitting of Train and Test set
- Scaling of features
- Model Building Using Statsmodel and RFE
- Model Evaluation for the Train set
- Model Evaluation for Test set
- Results

To improve sensitivity in train set, optimal cut-off point method and precision-recall trade off method were used. The metrics like accuracy, specificity, and sensitivity are around 80% for the train set and test set. Here, in this, 357 customers could be converted into "Hot Leads".

## **Insights:**

- Landing Page Submission, API, and Lead Add Form have turned into a higher lead conversion rate.

- Google, Direct traffic, Organic search, Olark Chat, Reference, and Welingak website have given higher lead conversion rate
- Lead conversion rate for SMS sent and emails opened turned out to be higher.
- Higher lead conversion rate is seen in unemployed and working professional
- Higher lead conversion rate is seen in the Mumbai city
- The customers who spend more time on website has a higher lead conversion rate. So, the company have to preoccupy the customers through website.
- High lead conversation rates are possible for the "Lead Origin\_Lead Add Form".
- The company should focus on the customers who had a last activity of phone conversation
- Lead sources like "Welingak Website" and "Olark Chat" to be focused
- The company should send emails to convert into leads
- The customers whose specializations are "Rural and Agri business" and "Financial management" are likely to be converted into leads.