Lead Scoring CaseStudy

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Problem Statement

An education company named X Education sells online courses to industry professionals. On any given day, many professionals who are interested in the courses land on their website and browse for courses.

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. Moreover, the company also gets leads through past referrals. Once these leads are acquired, employees from the sales team start making calls, writing emails, etc. Through this process, some of the leads get converted while most do not. The typical lead conversion rate at X education is around 30%

Problem Approach

1. Cleaning data
2. EDA
3. Dummy Variables
4. Train – test split
5. Model building
6. Model Evaulation
7. Prediction
8. Precision Recall
9. Final Observation

Conclusion

- While we have checked both senstivity-specificity as well as precision and Recall metric, we have considered the optimal cut off based on senstivity and specificity for calculating the final prediction.

- Train set: Accuracy = 91.33%,Sensitivity = 90.92%, Specificity = 91.58%

- Test set: Accuracy = 92.1%, Sensitivity = 89.13%, Specificity = 94.04%

- The model seems to predict the "Conversion rate and probability scores" very well, so as to give the owner of the company a batter way to manage the leads, in order to convert most of them.