

Summary of Lead Scoring Case Study

1. Problem Statement: X Education aims to improve its lead conversion rate from 30% to 80% by identifying promising leads and assigning lead scores based on their likelihood of conversion.

2. Solution Approach: The process included:

- Data inspection and cleaning to handle missing values and outliers.
- Exploratory Data Analysis (EDA) for insights into lead sources and conversion rates.
- Data preparation with dummy variables and feature scaling.
- Building a logistic regression model and evaluating it with ROC curves.

3. Key Findings:

- Leads from “API” and “Landing Page Submission” had high numbers but varied conversion rates.
- More time spent on the website correlated with higher conversion likelihood.
- The final model, refined to 16 variables, achieved:
 - Accuracy: 81%
 - Sensitivity: 78%
 - Specificity: 84%
 - Precision: 80%
 - Recall: 71%

4. Recommendations:

- Prioritize calling leads from “Welingak Websites”, “Reference” and “Olark Chat”.
- Focus on “working professionals” and those with last activity as “SMS sent”.
- Deprioritize leads who opted for “Do not Email” and from “Landing Page Submission”.