

LEAD SCORING CASE STUDY

Logistic Regression Assignment Submission

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- Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?

Answer:

Top three variables that contributes most towards the probability of a lead getting converted are: **Do_Not_Email, Total_Visits, Website_Time_Spent.**

- What are the top 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion?

Answer:

- Do_Not_Email
- LD_ORIGIN_Lead Add Form (Lead Origin_Lead Add Form)
- Occu_Working Professional

Screenshot snippet from code:

No. Iterations:	7	Pseudo R-squ. (CS):	0.3813			
Covariance Type:	nonrobust					
	coef	std err	z	P> z	[0.025	0.975]
const	-0.2034	0.084	-2.412	0.016	-0.369	-0.038
Do_Not_Email	-1.4165	0.197	-7.206	0.000	-1.802	-1.031
Total_Visits	1.8363	0.411	4.470	0.000	1.031	2.641
Website_Time_Spent	4.1087	0.152	27.116	0.000	3.812	4.406
PVPV	-2.7486	0.368	-7.468	0.000	-3.470	-2.027
LD_ORIGIN_Lead Add Form	3.4982	0.218	16.030	0.000	3.071	3.926
OCCU_Working Professional	2.7725	0.188	14.736	0.000	2.404	3.141
LST NTB_ACT_Email Link Clicked	-1.8982	0.254	-7.486	0.000	-2.395	-1.401
LST NTB_ACT_Email Opened	-1.4314	0.087	-16.436	0.000	-1.602	-1.261
LST NTB_ACT_Modified	-1.9441	0.094	-20.689	0.000	-2.128	-1.760
LST NTB_ACT_Olark Chat Conversation	-2.6763	0.336	-7.958	0.000	-3.335	-2.017
LST NTB_ACT_Page Visited on Website	-1.9860	0.211	-9.411	0.000	-2.400	-1.572
LST_ACT_Converted to Lead	-1.0972	0.214	-5.117	0.000	-1.517	-0.677
LST_ACT_Email Bounced	-1.3378	0.398	-3.359	0.001	-2.119	-0.557
LD_SRC_Welingak Website	2.5272	1.033	2.447	0.014	0.503	4.552

P-values are well within limit so moving on to Model Evaluation

Step 6: Model Evaluation

3. X Education has a period of 2 months every year during which they hire some interns. The sales team, in particular, has around 10 interns allotted to them. So, during this phase, they wish to make the lead conversion more aggressive. So, they want almost all of the potential leads (i.e. the customers who have been predicted as 1 by the model) to be converted and hence, want to make phone calls to as much of such people as possible. Suggest a good strategy they should employ at this stage.

Answer:

Do_Not_Email	Sum of Total_Visits	Sum of Website_Time_Spent
0	91.74%	93.16%
1	8.26%	6.84%

Taking Conversion_Prob>30% and final_Predicted=1 looking at the variables:

Categorical Variables(converted=1 and conversion_prob>40%)	Predicted=1
LST_NTB_ACT_Email Opened	203
OCCU_Working Professional	188
LD_ORIGIN_Lead Add Form	161
LST_NTB_ACT_Modified	103
LD_SRC_Welingak Website	37
LST_NTB_ACT_Page Visited on Website	13
LST_NTB_ACT_Email Link Clicked	5
LST_NTB_ACT_Olark Chat Conversation	3
LST_ACT_Converted to Lead	3
LST_ACT_Email Bounced	0

Basis the Data above :

- The interns should target the working professionals who expressed interest over the web form , via email.
4. Similarly, at times, the company reaches its target for a quarter before the deadline. During this time, the company wants the sales team to focus on some new work as well. So, during this time, the company's aim is to not make phone calls unless it's extremely necessary, i.e. they want to minimize the rate of useless phone calls. Suggest a strategy they should employ at this stage.

Answer:Basis the Data above :

1. During this stage its better to focus on SEO (Search Engine Optimizations) as Google and Direct Traffic seems to indicate good Presence.
2. Write Content on the X Education Websites to increase footfall on the landing page and influence the user to convert as Lead.
3. The Content should target **working professionals**.

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