LEAD SCORING MODEL - TARUN BIBRA

Goals of the Case Study:

•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.

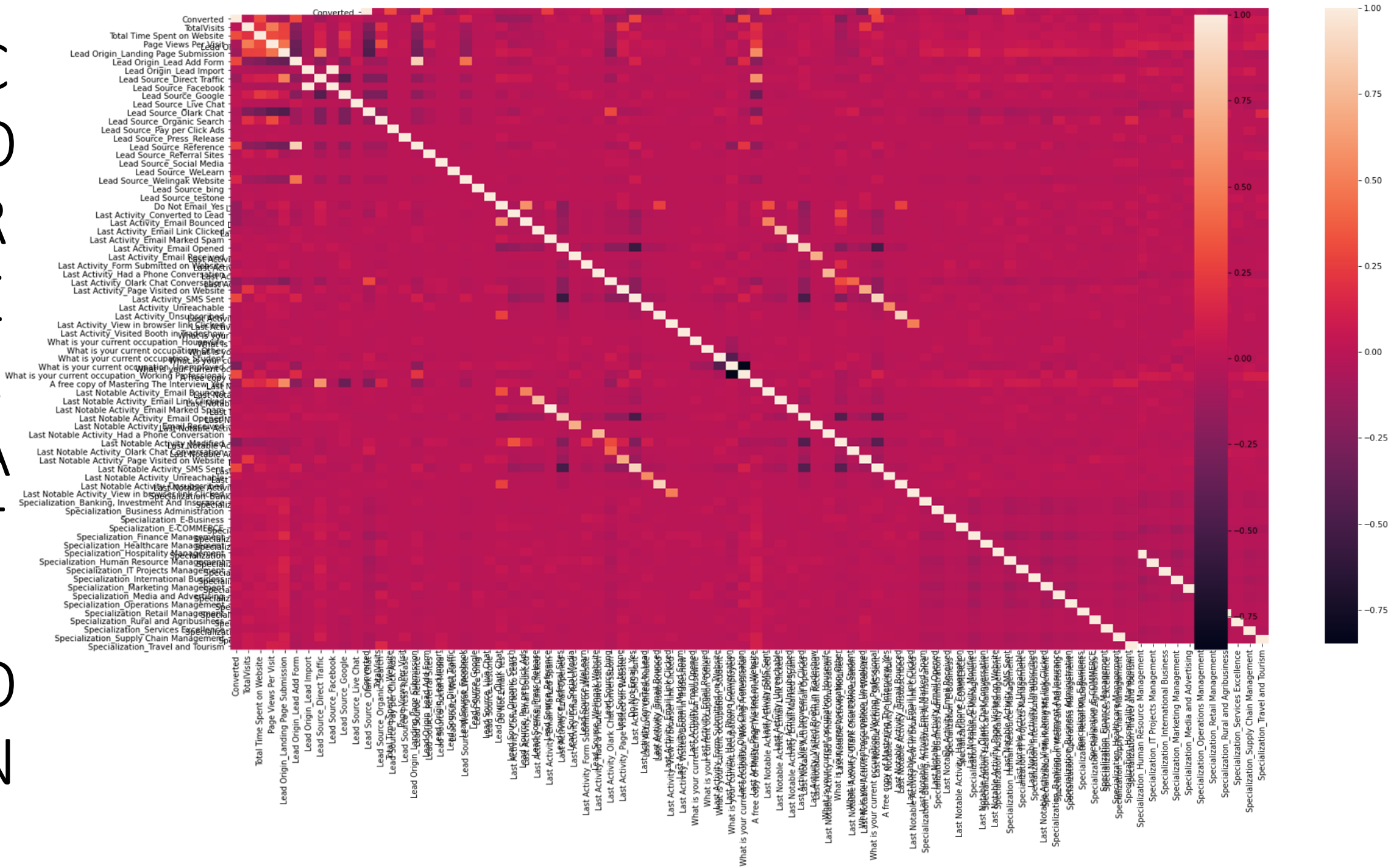•To **adjust to if the company's requirement changes** in the future so you will need to handle these as well.

The steps are broadly:

1.Read and understand the data

2.Clean the data

3.Prepare the data for Model Building

4.Model Building

5.Model Evaluation

6.Making Predictions on the Test Set

TOTAL VISITS vs TIME SPENT vs PAGE VIEWS
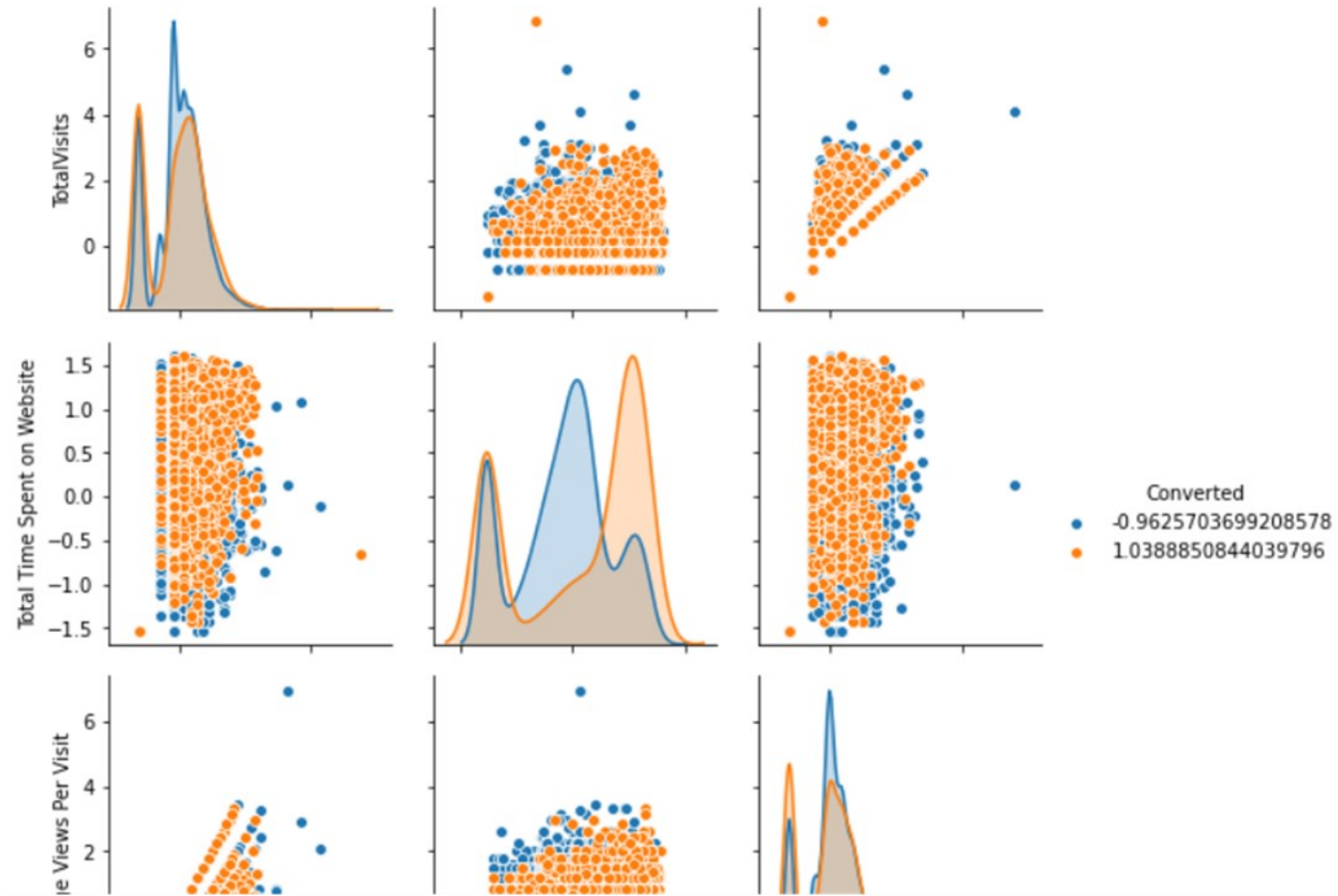
Generalized Linear Model Regression Results

	coef	std err	z	P>|z|	[0.025	0.975]
const	0.2040	0.196	1.043	0.297	-0.179	0.587
TotalVisits	11.1489	2.665	4.184	0.000	5.926	16.371
Total Time Spent on Website	4.4223	0.185	23.899	0.000	4.060	4.785
Lead Origin_Lead Add Form	4.2051	0.258	16.275	0.000	3.699	4.712
Lead Source_Olark Chat	1.4526	0.122	11.934	0.000	1.214	1.691
Lead Source_Welingak Website	2.1526	1.037	2.076	0.038	0.121	4.185
Do Not Email_Yes	-1.5037	0.193	-7.774	0.000	-1.883	-1.125
Last Activity_Had a Phone Conversation	2.7552	0.802	3.438	0.001	1.184	4.326
Last Activity_SMS Sent	1.1856	0.082	14.421	0.000	1.024	1.347
What is your current occupation_Student	-2.3578	0.281	-8.392	0.000	-2.908	-1.807
What is your current occupation_Unemployed	-2.5445	0.186	-13.699	0.000	-2.908	-2.180
Last Notable Activity_Unreachable	2.7846	0.807	3.449	0.001	1.202	4.367

SUMMARY

✓ There are a lot of leads generated in the initial stage (top) but only a few of them come out as paying customers from the bottom. In the middle stage, you need to nurture the potential leads well .

✓ First, sort out the best prospects from the leads you have generated. 'TotalVisits' , 'Total Time Spent on Website' , 'Page Views Per Visit' which contribute most towards the probability of a lead getting converted.

✓ Then, You must keep a list of leads handy so that you can inform them about new courses, services, job offers and future higher studies.

✓ Monitor each lead carefully so that you can tailor the information you send to them. Carefully provide job offerings, information or courses that suits best according to the interest of the leads.

✓ A proper plan to chart the needs of each lead will go a long way to capture the leads as prospects. Focus on converted leads.

✓ Hold question-answer sessions with leads to extract the right information you need about them. Make further inquiries and appointments with the leads to determine their intention and mentality to join online courses.