

LEAD SCORE CASE STUDY

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Problem Statement and Understanding

A Tech Company offering courses online has business need to achieve joining rate as 80% and we have to create a Machine Learning model to identify the factors than can help in the same from given data.

Approach

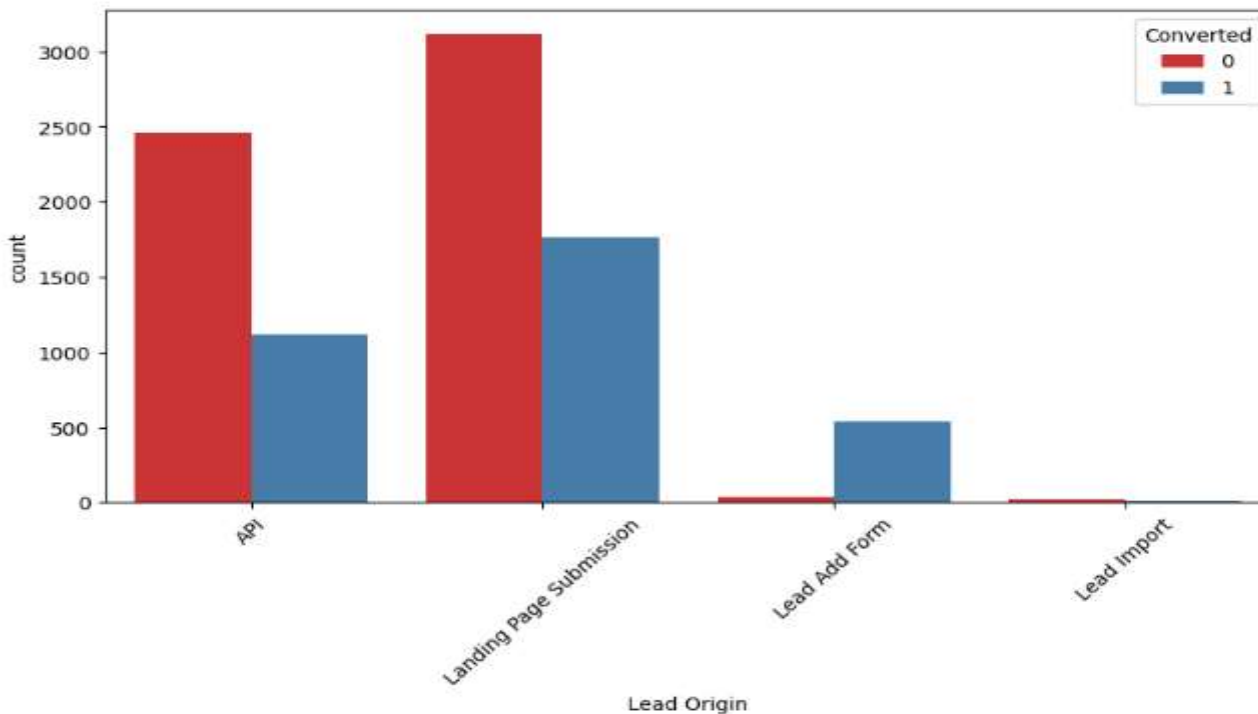
- Knowing and understanding data
- Data Cleaning
- EDA
- Test – Train and Regression
- Data preparation for Model
- Model building and Analysis
- Model evaluation
- Final analysis and recommendations

Understanding and Cleaning Data

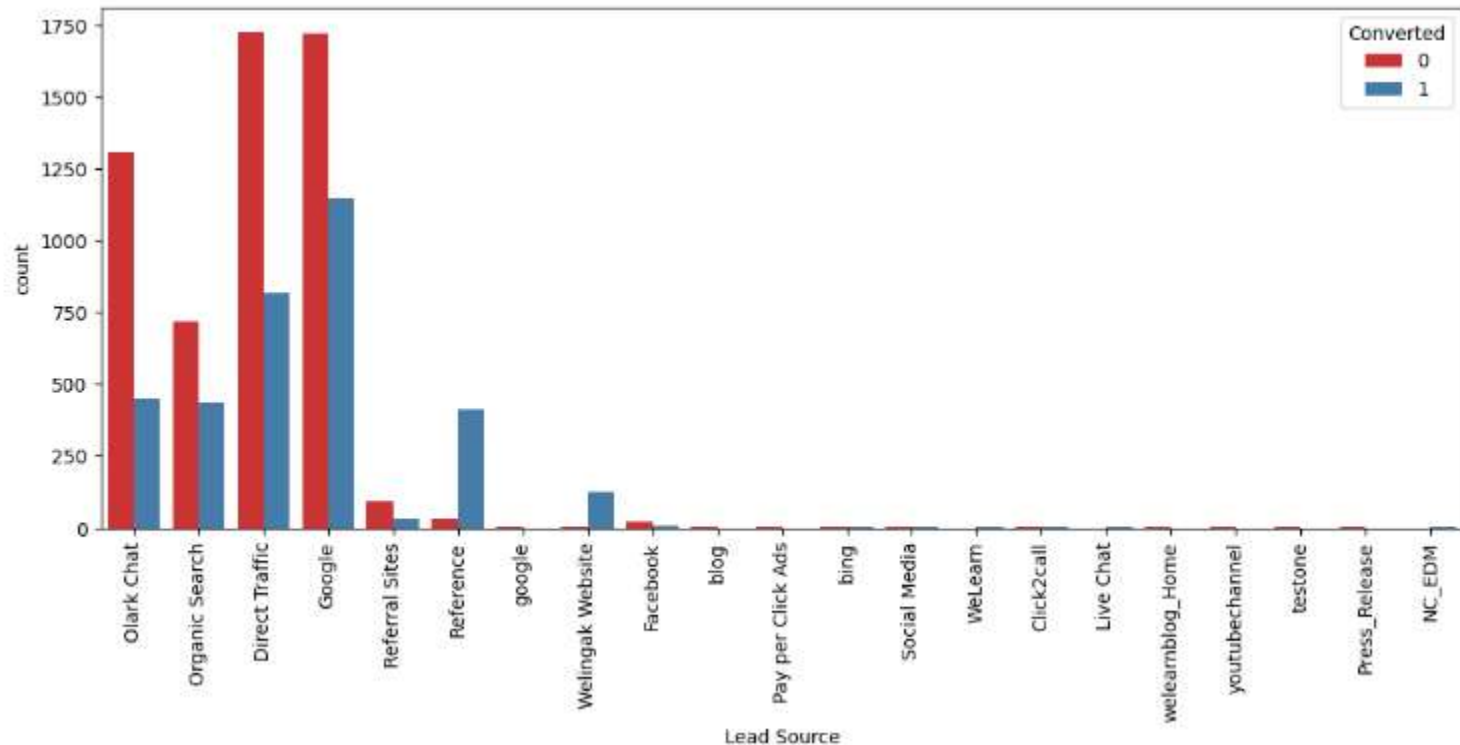
- Necessary data set was created and cleaned from various aspects for analysis.
- Variable were identified and drop, conversion and imputation was done as per requirement.

EDA

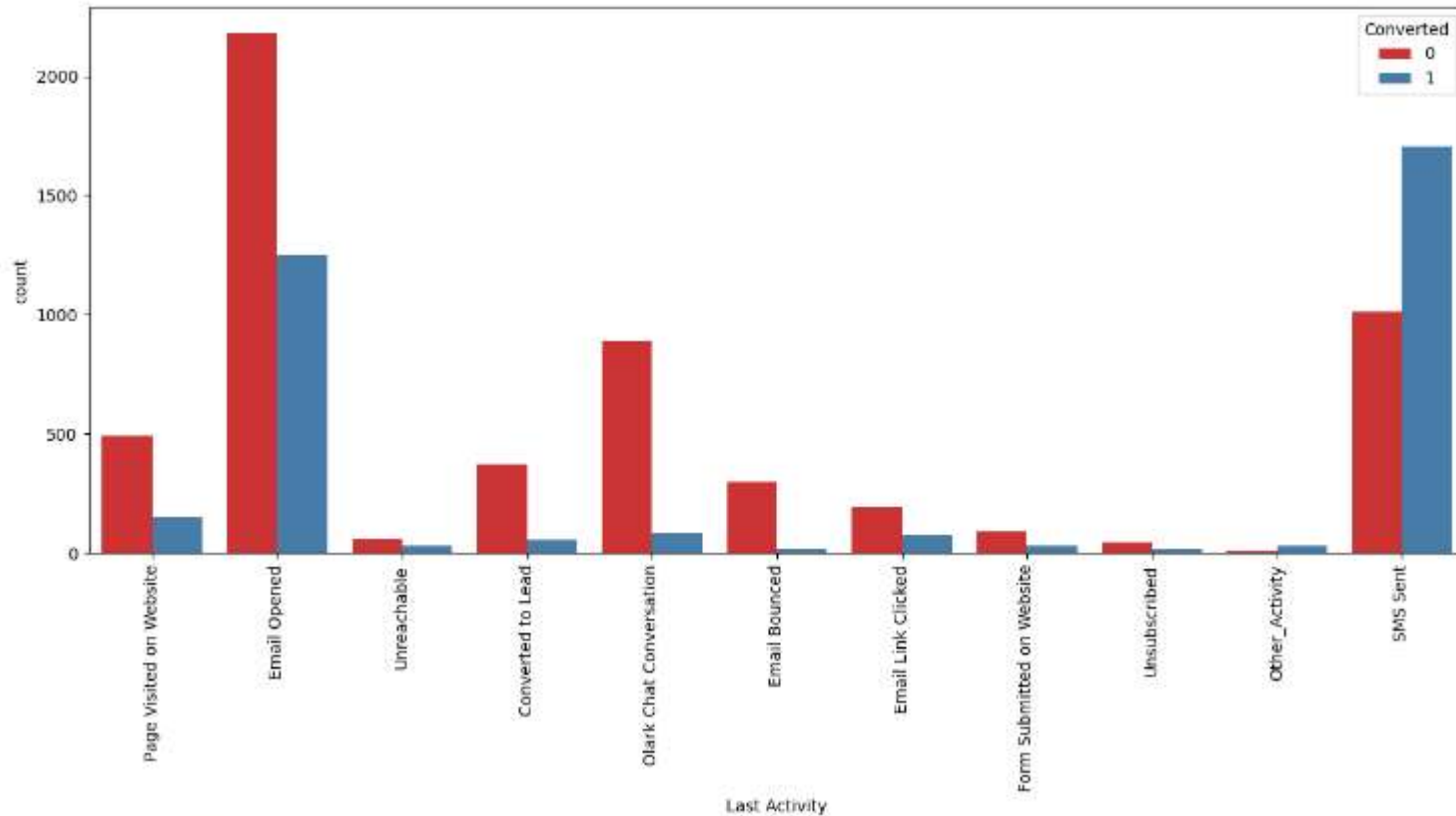
Lead Origin with Landing Page may have good conversion rate.



Lead Source with Google may have high conversion rate

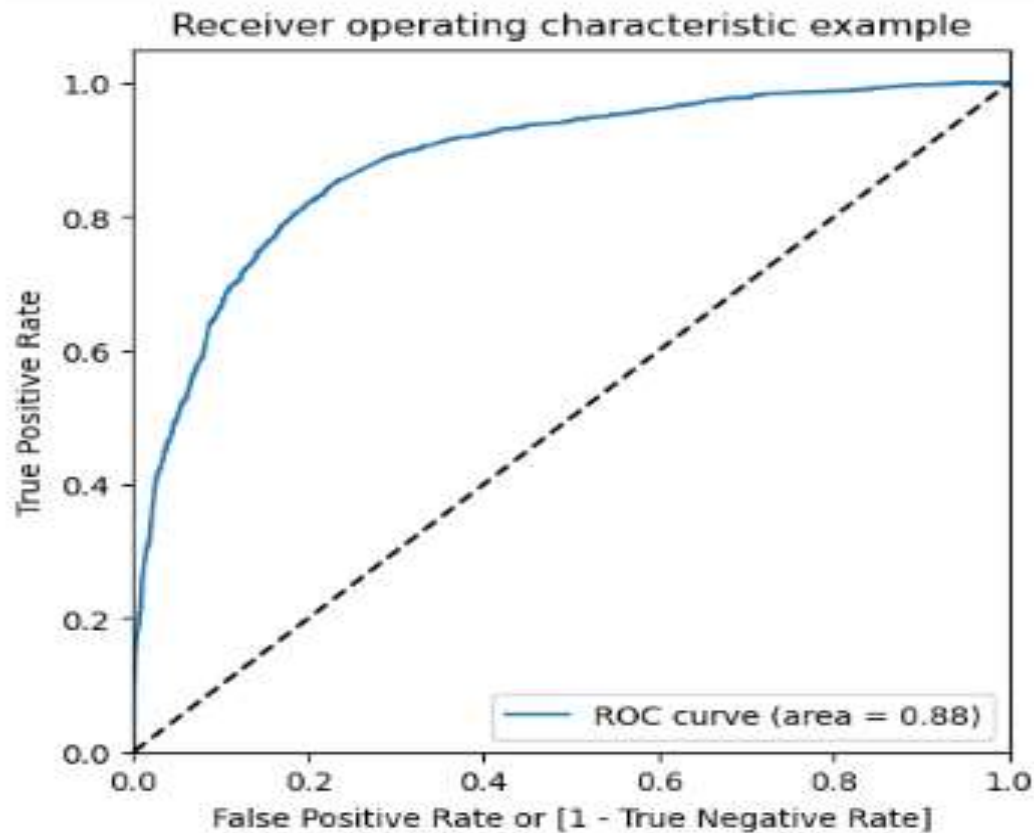


E-mail communication seems to help.

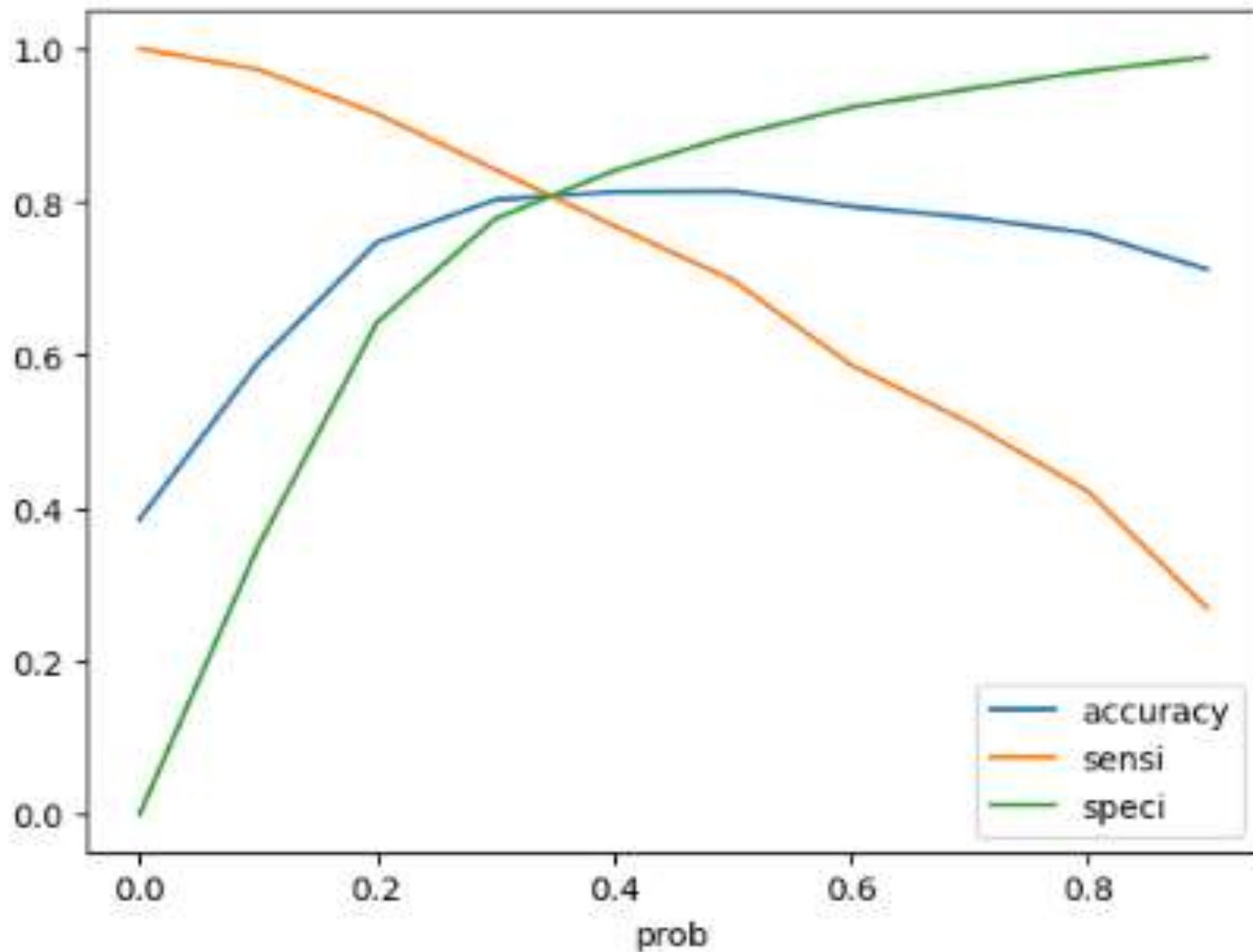


Model Evaluation

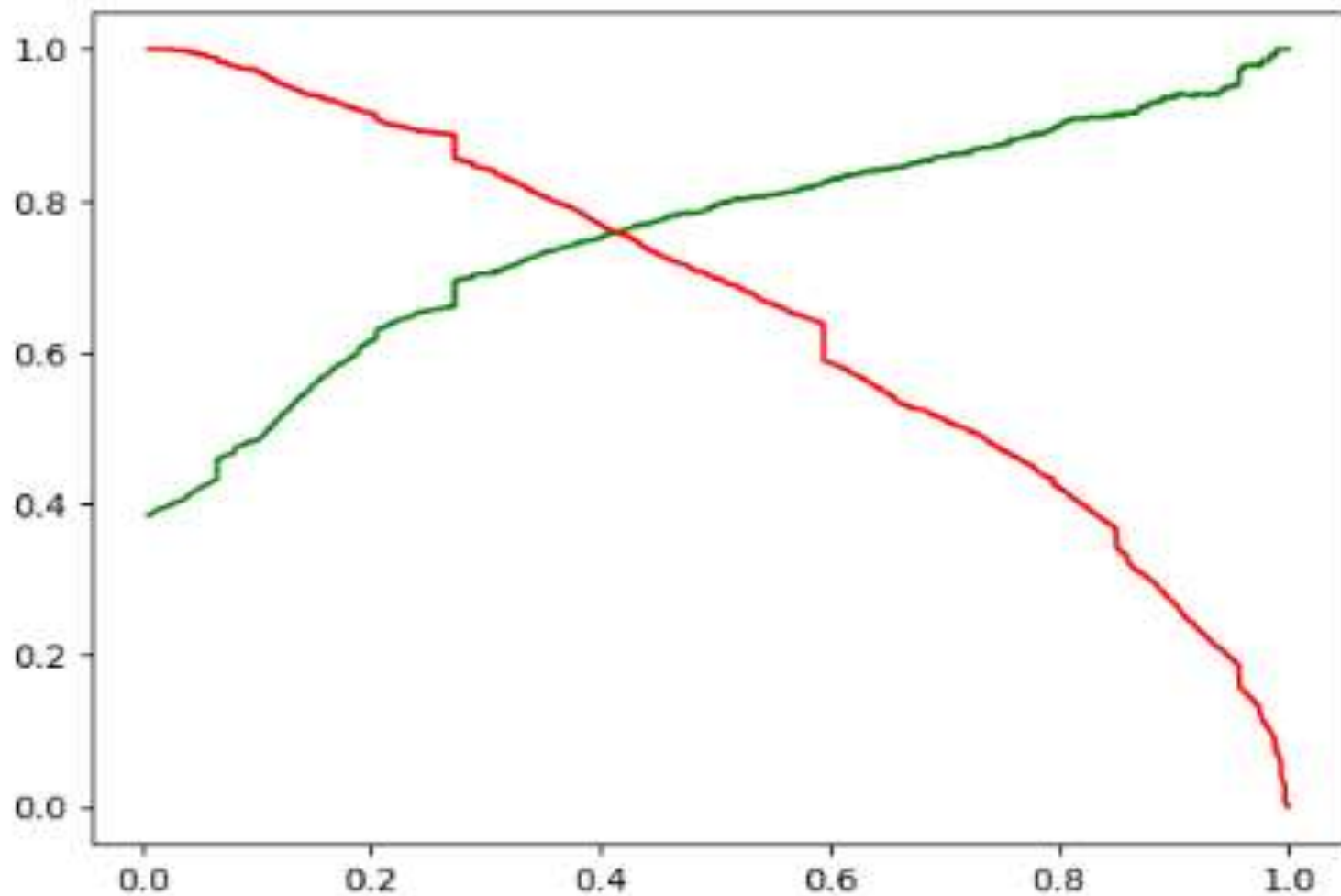
ROC Curve



Probability of Finding Hot Leads



Trade-off between Precision and Re-Call



Recommendations

- The company should make calls to the leads coming from the lead sources "Olark Chat" as these are more likely to get converted.
- The company should make calls to the leads who are the "working professionals" as they are more likely to get converted.
- The company should make calls to the leads who spent "more time on the websites" as these are more likely to get converted.
- The company should make calls to the leads whose last activity was SMS Sent as they are more likely to get converted.

Thank You!