

Lead scoring case study

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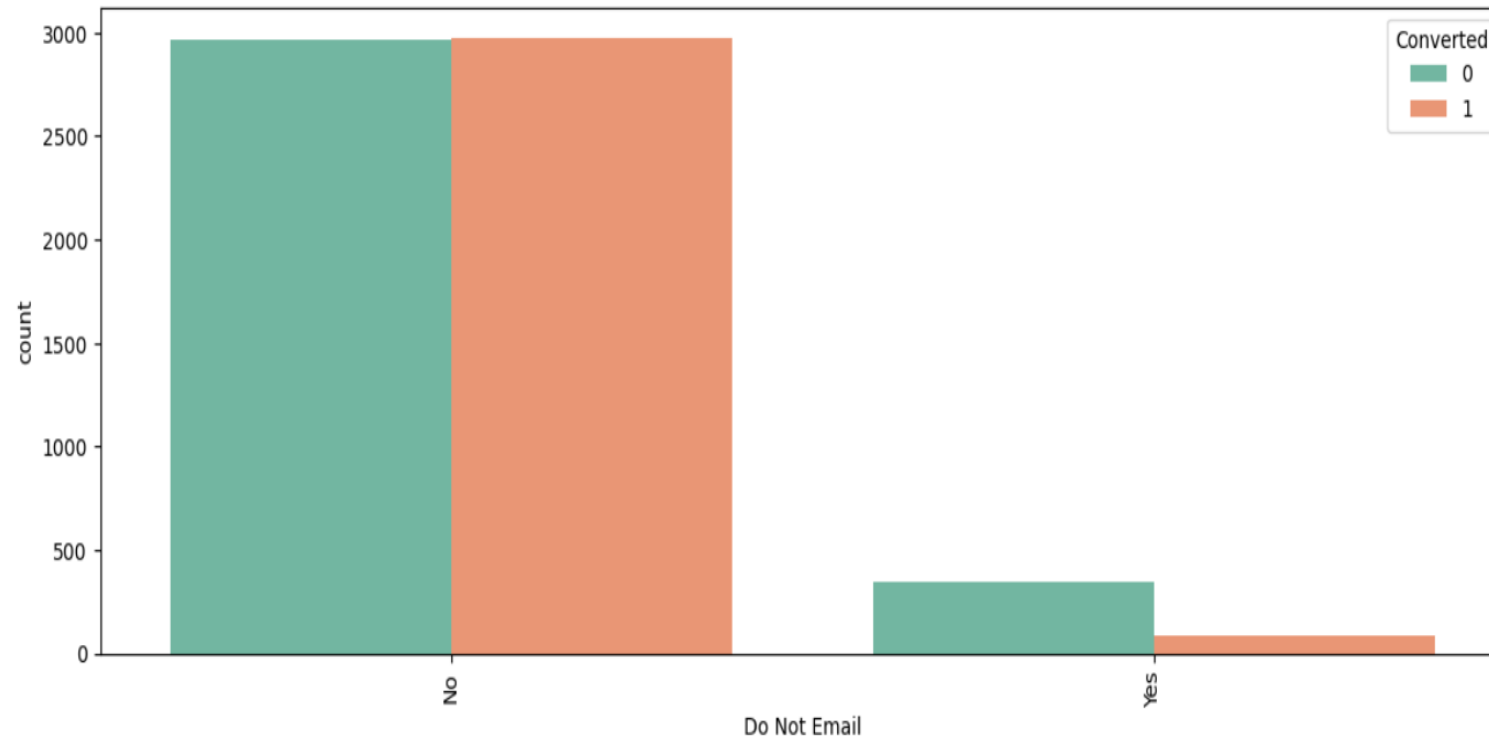
Problem Statement

- X Education sells online courses to industry professionals.
- X Education got lots of leads but few are getting converted to potential leads .
- Lead conversion rate is poor . Only 30 are converted out of 100.
- To make this process efficient, company employs model building to identify 'Hot Leads' using machine learning.

Solution Approach

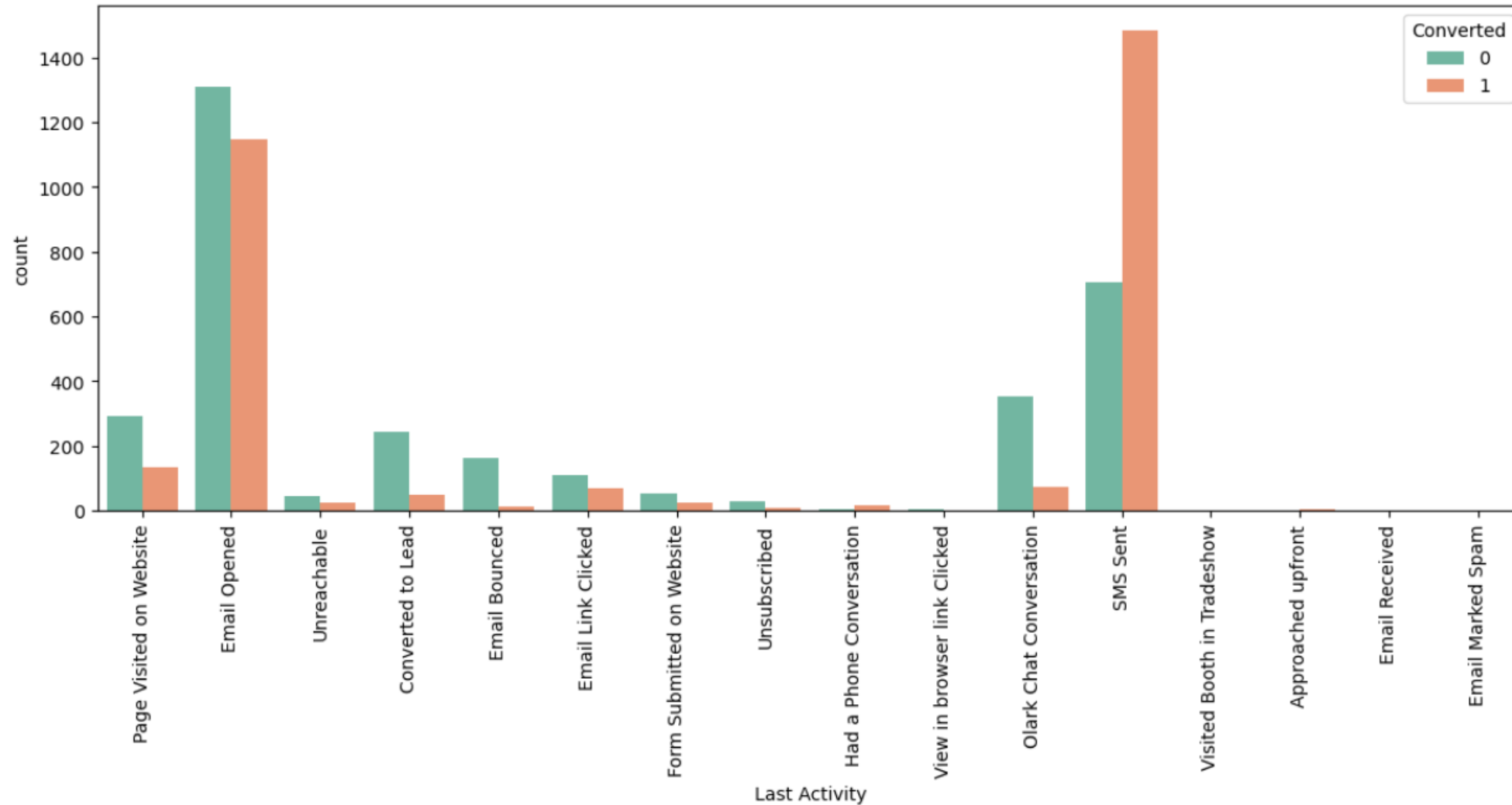
- Understand the data .
- Data cleaning and manipulation
- Exploratory Data analysis
- Dummy variable creation
- Train – Test split and scaling
- Model building
- Model evaluation
- Prediction on Test set

Insights from EDA

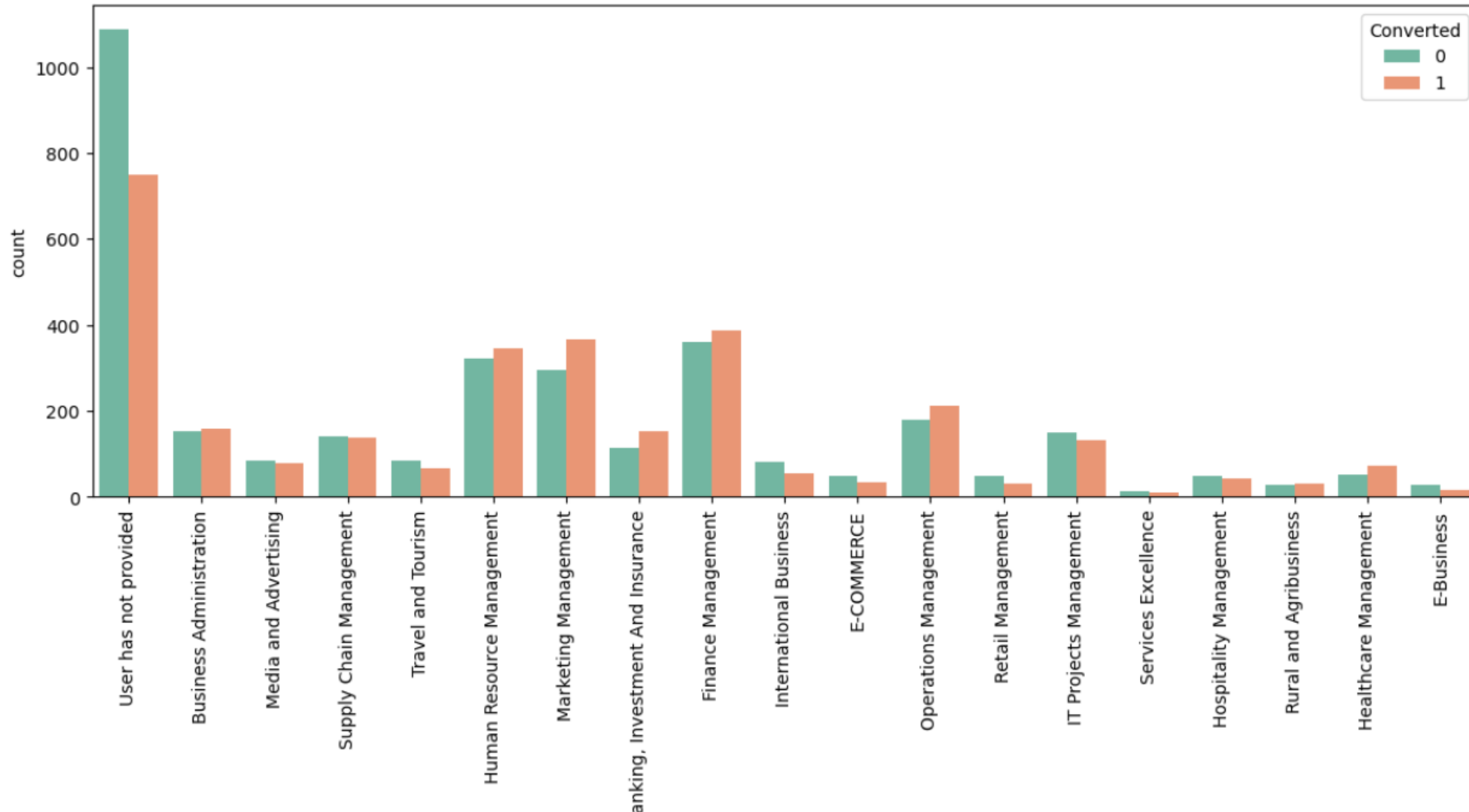


Customers who opted email communication are more .

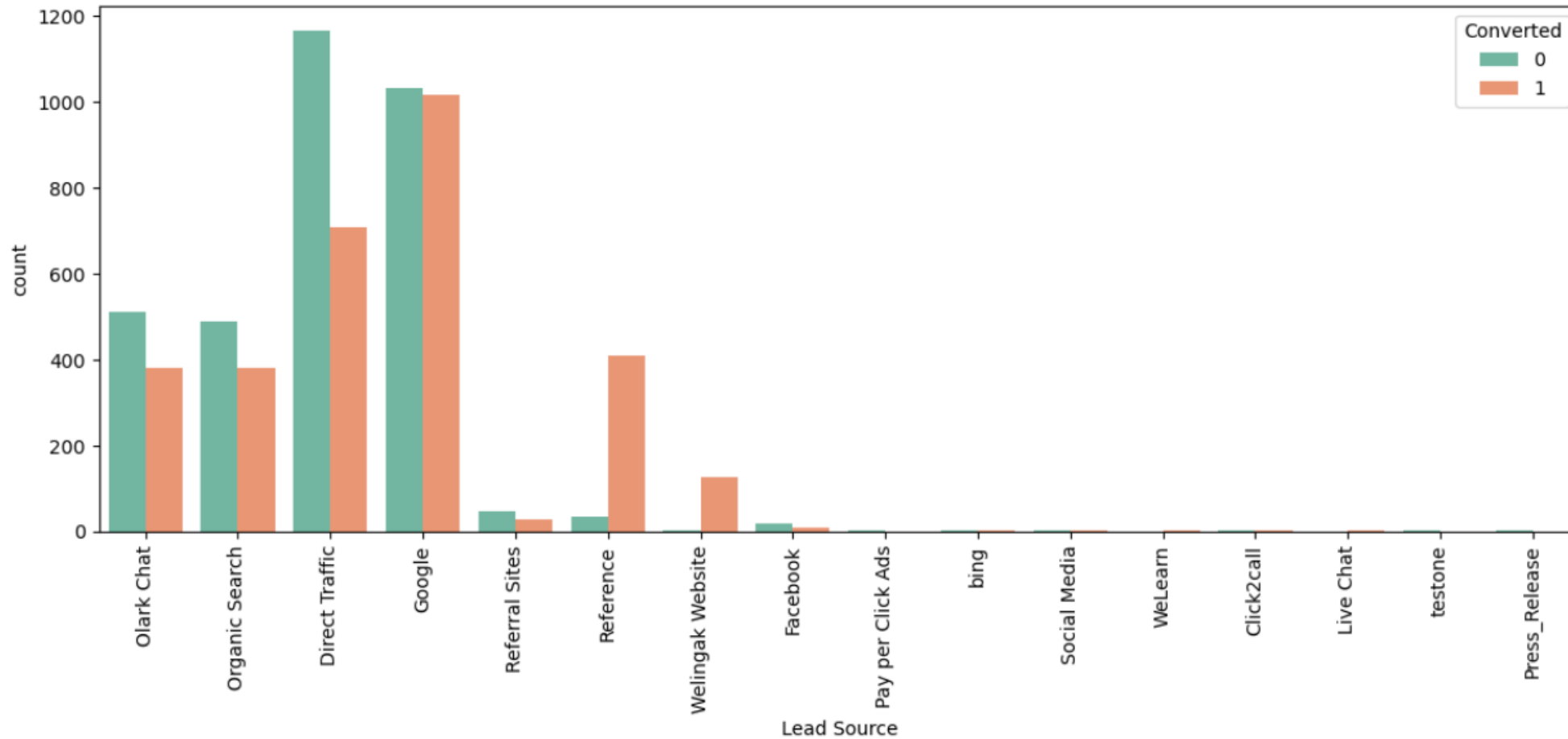
Users whose last activity is email opened are turned as customers and most of them are from SMS sent



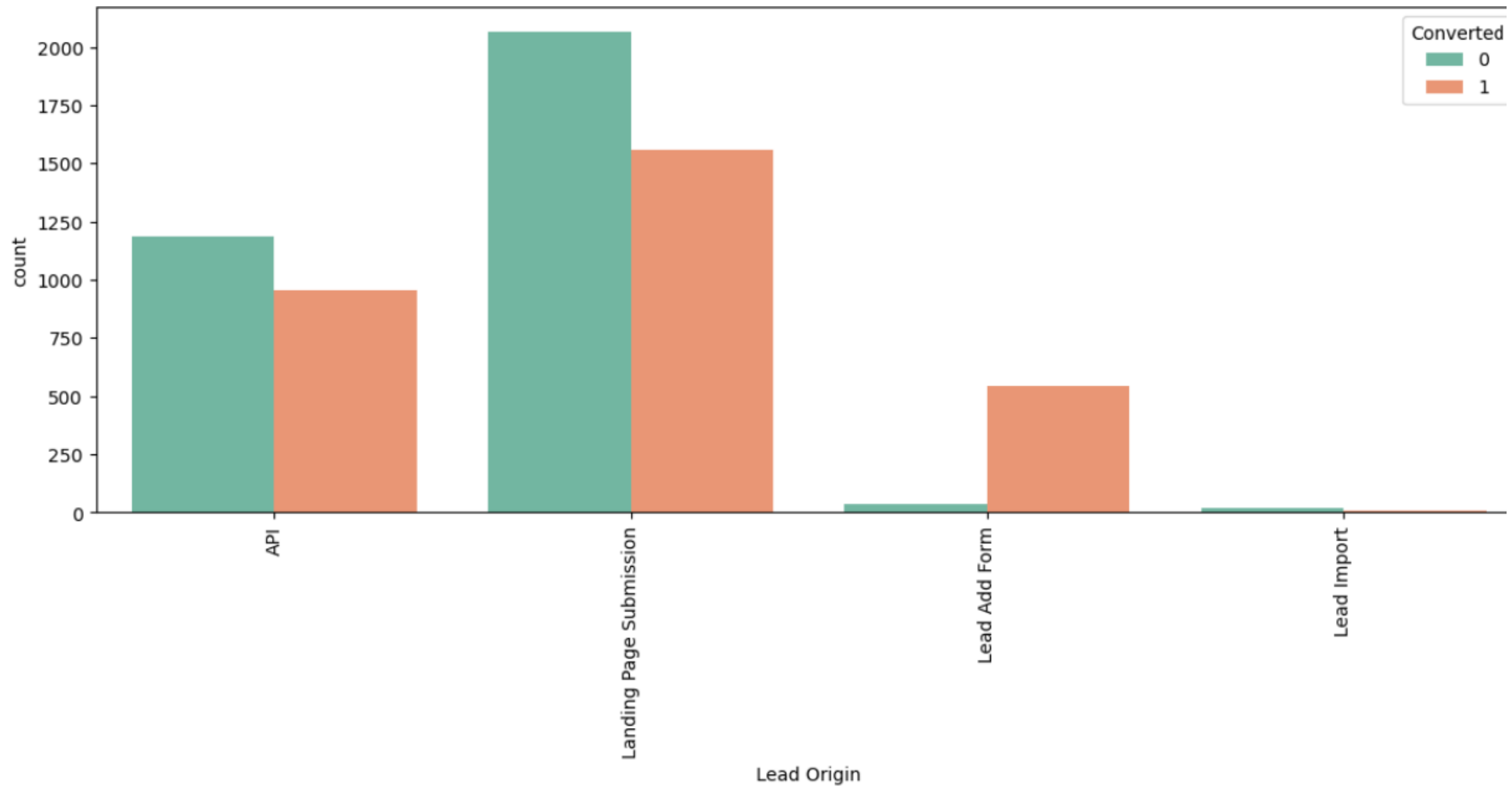
Majority of the users don't provide the specialisation information .And customers who provided and converted are from Finance, HR and Marketing



Google search is the most common source for the converted customers followed by Direct traffic and reference



Most of the leads are from landing page submission



Conclusion

- Features that are most important to convert to Potential buyers are below :
- Occupation → Unemployed and student
- Lead Origin → Lead add form
- Lead source
 - Olark chat
 - Welingak Website
- Total visits
- Total time spent on the website