Lead Scoring Case Study

Biswajit Pati

Vimal Kumar

Vadiraj chanpeti

Problem Statement

◈ X Education sells online courses to industry professionals and gets a lot of leads, lead conversion rate is very poor. For example, if say, they enquire 100 leads in a day, only 30 of them can be converted.

◈ Now the company wants to make these lead more efficient and now they want to create potential lead which is called "Hot Leads"

◈ If they identify the set of lead then conversion rate will go up because sells team will be focusing on only Hot leads to make a call.
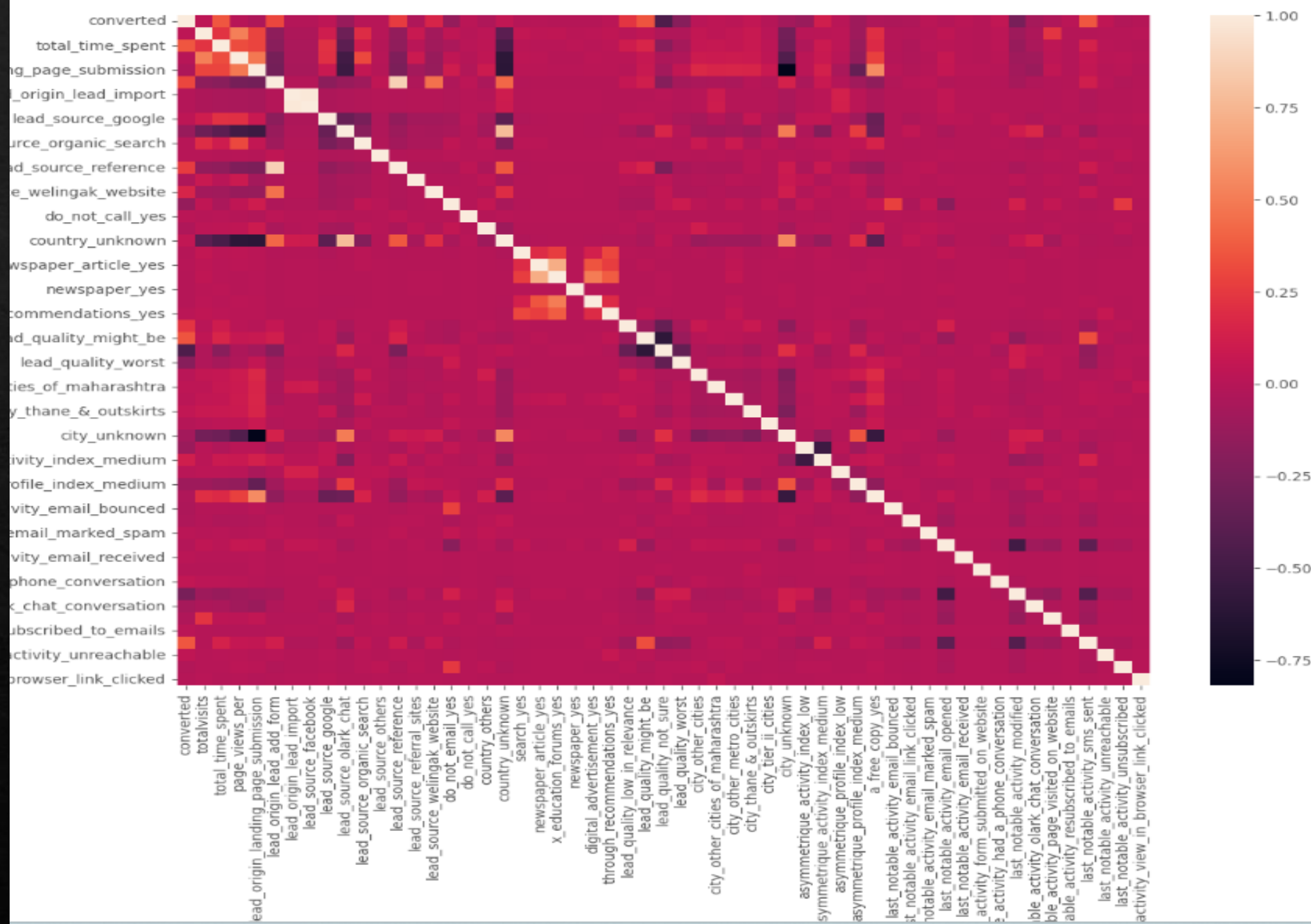
Objective

- X company wants to build a model where they want promising leads/ Hot leads.

- Deployment of the model used in future use.

Solution Approach

- Data Cleaning and Manipulation:
  - Handle Duplicate data
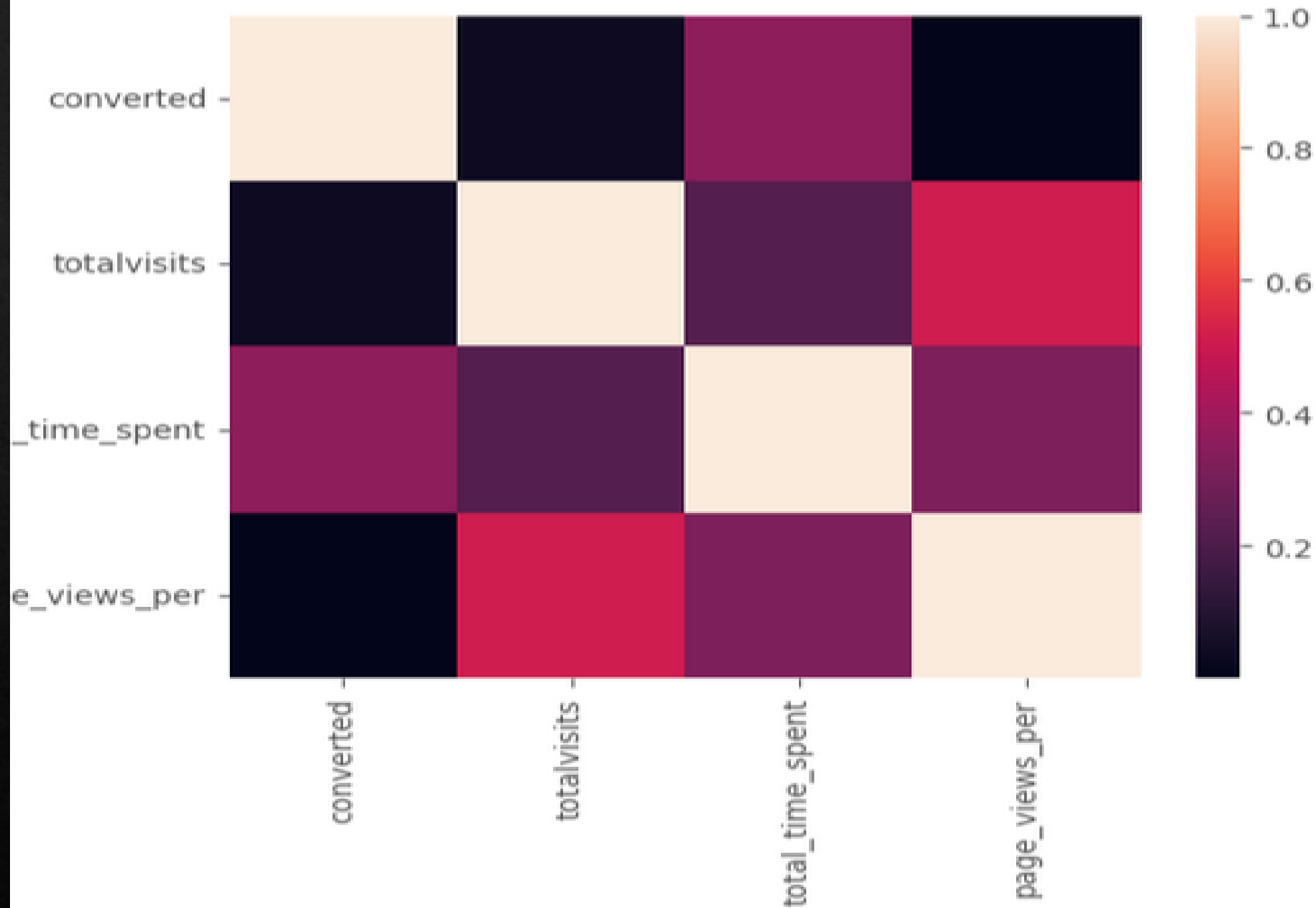 - Handle missing value
  - Handle null value
  - Handle missing value

- EDA
- Classification Technique
- Model validation
- Model presentation

EDA

EDA
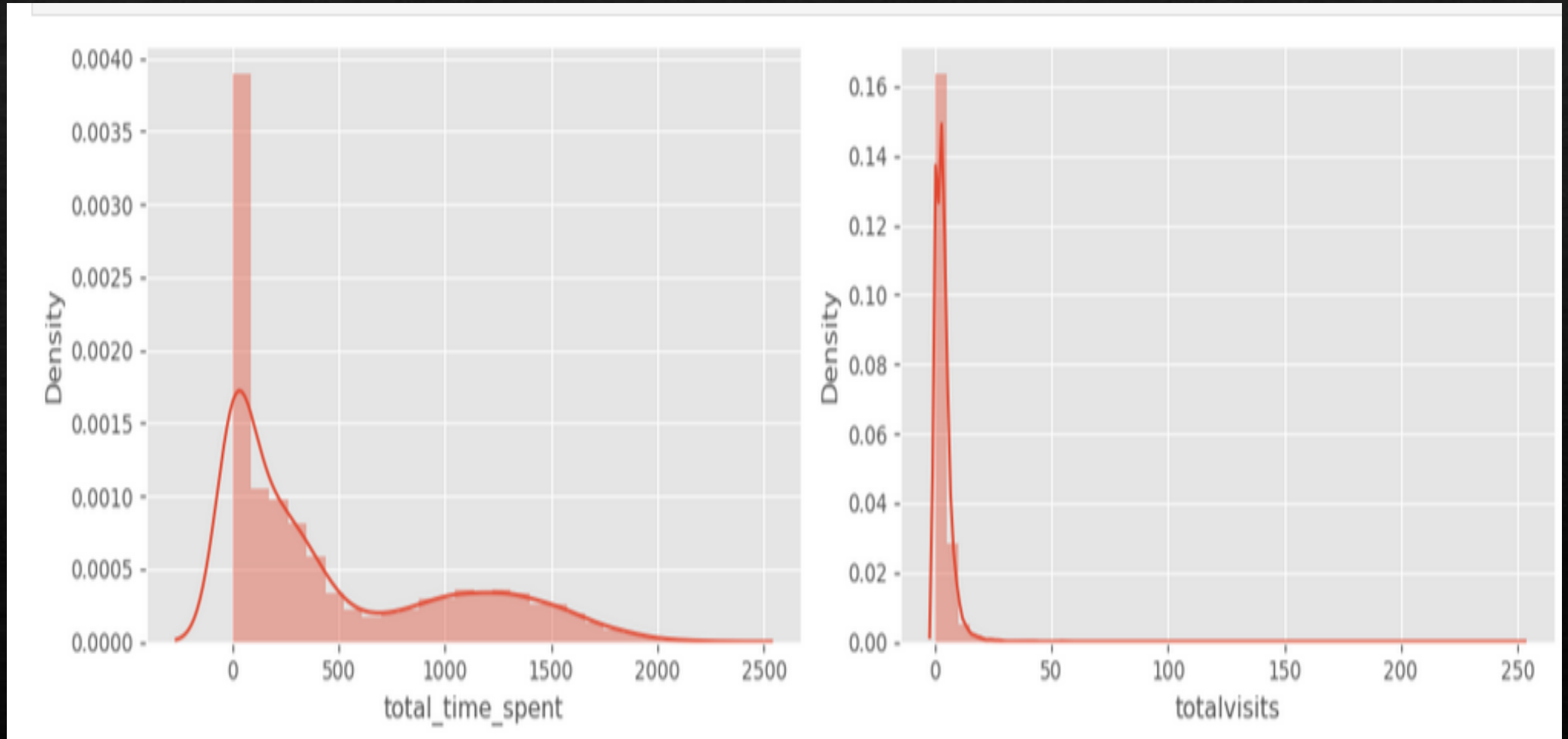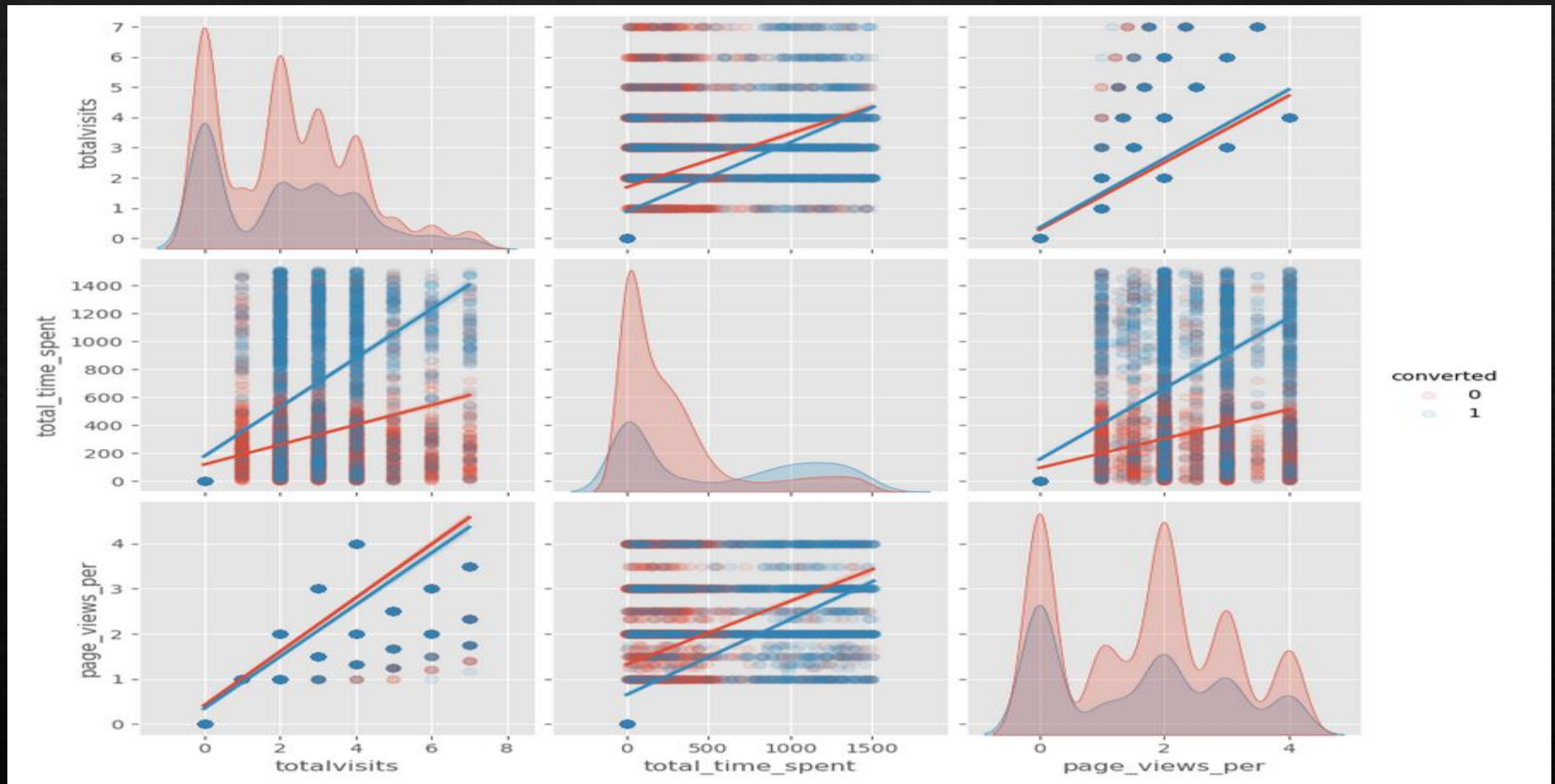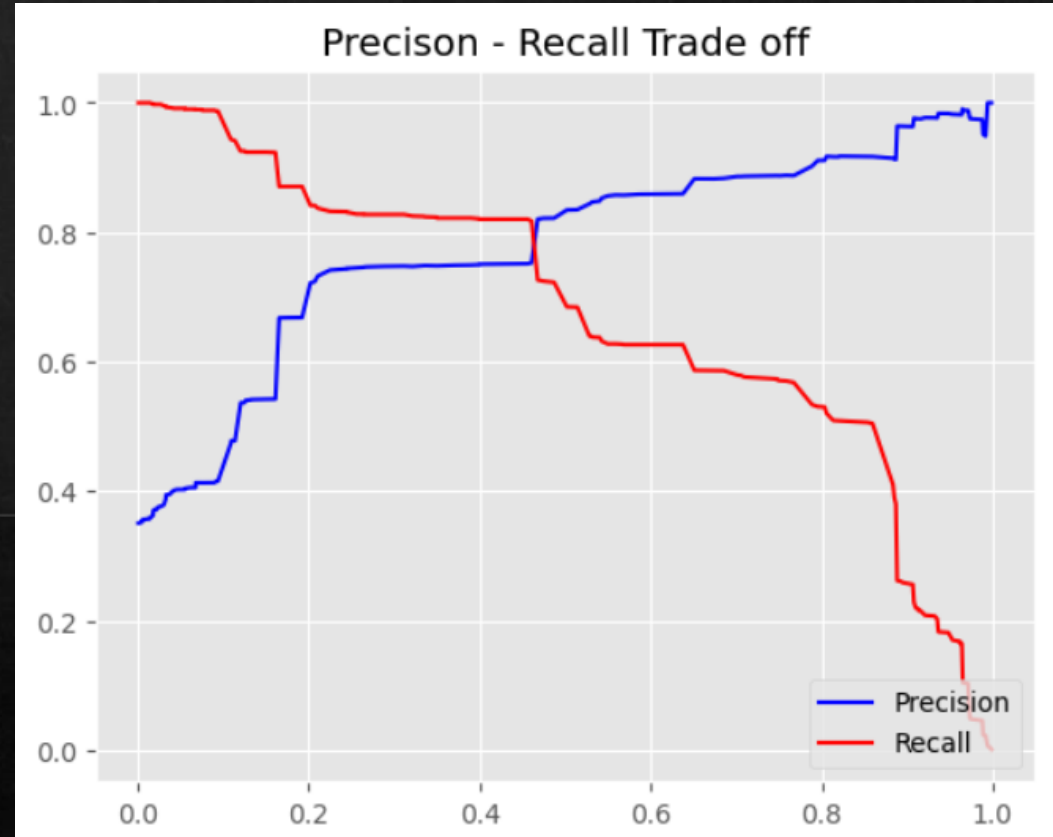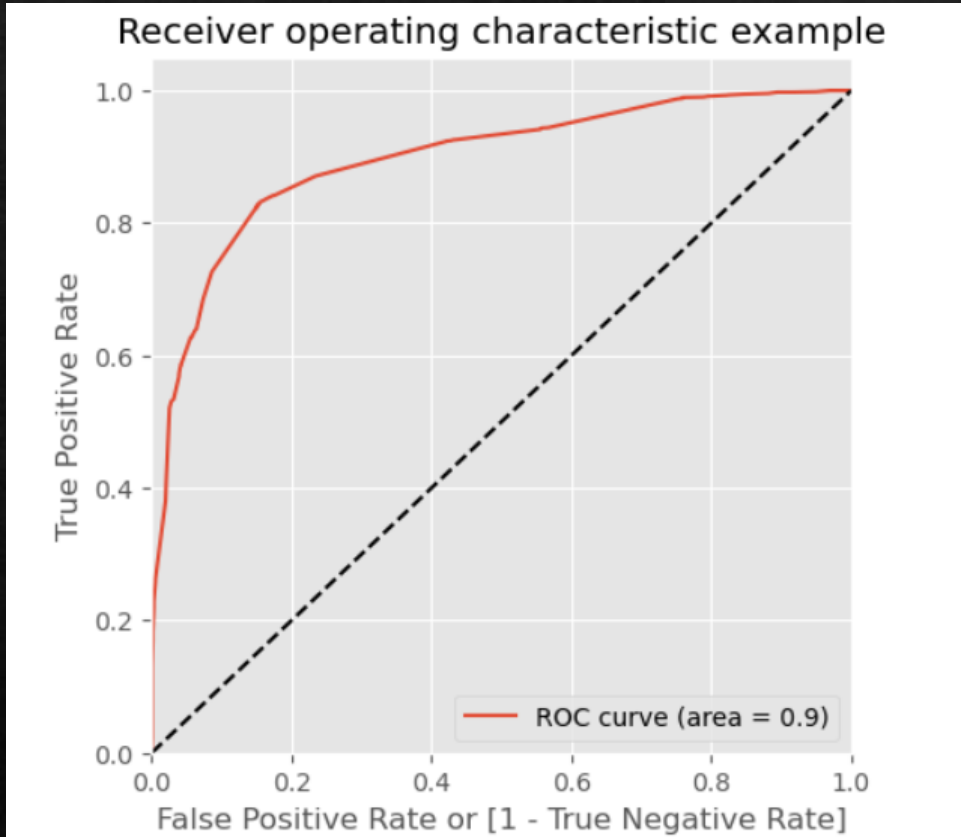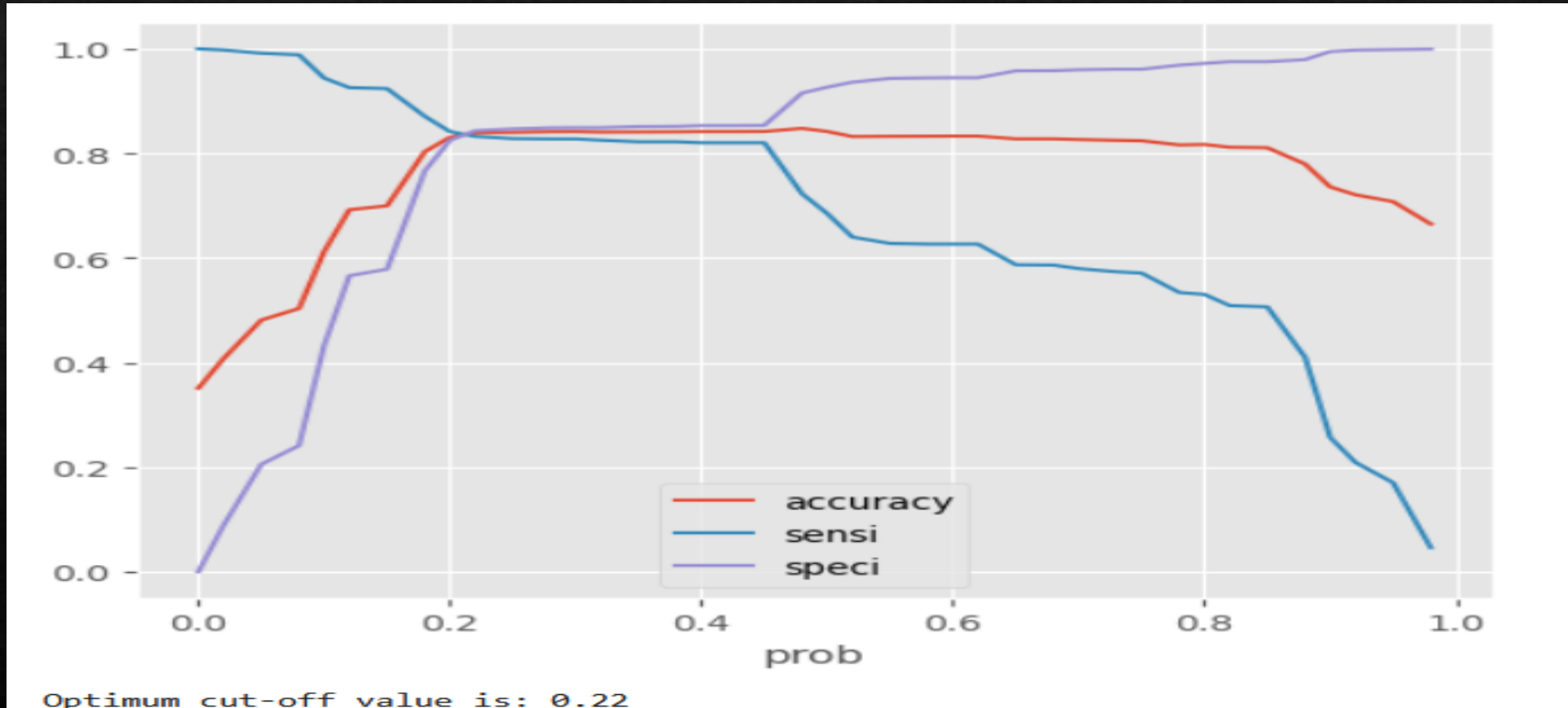
Correlation

Univariate Analysis

Bivariate Analysis

Model Evaluation
ROC Curve

Optimal Cut-Off value

0.22 is the tradeoff between Precision and Recall

Optimum cut-off value is: 0.22

Conclusion

◈ Accuracy : 83%

◈ Sensitivity : 81%

◈ Specificity : 84%

1. There is 85% chance that our predicted leads will be converted.

2. The total time spend on the Website, total no of visit , when was last activity these are the key roles matter for potential buyers.

Thank You!