

# Lead Scoring Analysis

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# Problem Statement

- To optimize the sales team's efforts by identifying potential leads most likely to convert and providing actionable insights to improve lead conversion rates.

# Data Overview

- - Total Records: 9240
- - Columns: 175
- - Key Features:
  - - Lead Source
  - - Last Activity
  - - Total Time Spent on Website
  - - Total Visits
- - Target Variable: Converted (1 for converted leads, 0 otherwise)

# Methodology

- 1. Data Cleaning:
  - - Handle missing values.
  - - Normalize numerical columns.
- 2. Feature Engineering:
  - - One-hot encoding for categorical columns.
  - - Remove multicollinearity using VIF.
- 3. Model Development:
  - - Logistic Regression for prediction.
- 4. Evaluation:

# Key Findings

- 1. Total Time Spent on Website - High positive correlation with conversion.
- 2. Page Views Per Visit - Indicates lead engagement.
- 3. Lead Source: Direct Traffic - Effective marketing channels.

# Recommendations

- 1. Focus on High-Value Leads:
  - - Leads with higher time spent on the website.
- 2. Optimize Marketing Channels:
  - - Invest more in direct traffic and organic search.
- 3. Engage Dormant Leads:
  - - Use email campaigns to re-engage leads.