

Lead Conversion Modeling (On Prem)



Impact



Enabled Lead Prioritization



Interpretable reasons, valuable insights

Client wants to prioritize the leads which are being contacted based on the likelihood of conversion

- Client, an American insurance company, is the largest provider of supplemental insurance in the US providing financial protection to more than 50 million people worldwide.
- Client has been facing problems in identifying the leads who have higher likelihood to convert. The ultimate goal was to help the client's call center to prioritize the leads, in terms of who to contact first, based on likelihood of conversion.
- Quantiphi created a model and developed a real-time dashboard that enabled the client's call center employees to identify the potential leads which should be contacted first.

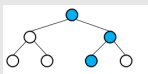
Challenges

- Dataset available was highly imbalanced.
- Enhancement of solution by minimizing the tuning time.
- Providing support reasons for the identified metrics which potentially affect the probability of conversion.

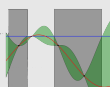
Result

- Real-time leaderboard displaying the probability of conversion of leads batchwise on a weekly basis.
- Dashboard supporting the scores by providing interpretable reasons and meaningful insights.

Methods



Randomforest



Bayesian Optimization

dmlc
XGBoost