Conclusions

In summary, our data science project focused on fine-tuning lead scoring for X Education. We aimed to exceed an 80% precision goal, which we not only met but exceeded. Throughout our journey, we identified key factors like phone interactions, referrals, and online engagement that strongly correlated with lead conversion, leading to actionable strategies.

One notable achievement was the development of an automated lead scoring algorithm that not only improved lead assessment precision but also streamlined operational efficiency. By targeting promising leads, X Education could reduce sales team costs significantly.

Our journey involved thorough data exploration, pre-processing, and model development, ensuring consistency and mitigating bias. We systematically evaluated models, with the tuned Random Forest model achieving an impressive F1 score of 0.9287 and a precision score of 0.9527 on the test dataset.

This data-driven journey provides X Education with actionable insights to enhance efficiency and revenue growth, positioning the company for a transformative phase.