

# SUMMARY- LEAD\_SCORING CASE STUDY

An education company named X Education sells online courses to industry professionals. On any given day, many professionals who are interested in the courses land on their website and browse for courses.

The company markets its courses on several websites and search engines like Google. Once these people land on the website, they might browse the courses or fill up a form for the course or watch some videos. When these people fill up a form providing their email address or phone number, they are classified to be a lead. Moreover, the company also gets leads through past referrals. Once these leads are acquired, employees from the sales team start making calls, writing emails, etc. Through this process, some of the leads get converted while most do not.

1. We have built a logistic regression model that classifies the leads into categories of high conversion or low conversion by giving the leads a score of conversion.
2. Leads are divided into very high, high, moderate and low chance of conversion.
3. Based on that lead score company should employ a strategy to convert more leads and focus on them and change their strategies based on that.
4. Accuracy score is 80% of the training dataset which shows that 80% of the values are correctly predicted.
5. Recall is 68% which shows that 68% of the positive instances are correctly predicted.
6. Precision is 76% which shows proportion of positive predictions that are actually correct.
7. Overall, the model is performing well and it will be helpful for the company to improve their lead conversion rate.