

Blossom Academy Use Case Data - Lead Qualification

Background:

As a new quarter approaches, an influx of new sales activity has led your sales team to work systematically down a list of new leads. With a limited number of resources and time, being able to quickly identify a lead with a higher probability to convert to an opportunity and ultimately a close would aid in the prioritization and focus of your dedicated sales resources, maximizing their time and effectiveness. We can leverage ML to identify with a level of certainty the conversion to an opportunity as well as a probability to close by looking for trends in the features captured of the new incoming leads.

Business Question:

Given these attributes of each lead, will it convert to an opportunity?

Data Set Structure Guidelines:

New incoming leads are structured on each row with lead information. The OppStatus is the target column and will be predicted along with a probability percentage which can then be grouped into probability ranges for consumption.

The "History" file is used to train the model, and the "PredictMe" file is used to create predictions from the trained model.

The "PredictMe" data file is identical to the "History" file, except that all values in the target column are blank.