**Group Number :- BE Comp/PRJ/18-19/42**

**Group Members :-**

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**Project Title :** Intelligent Lead Qualifier For Predicting MQL

**1. Problem Statement**

Intelligent Lead Qualifier is a machine learning blackbox that provides suggestions of hot leads to the Sales Executives and sends SMS/Mails to the customers in real time .

**2. Area of Project Title**

Supervised Machine Learning

**3. Product Scope**

The targeted Lead Prediction system is a Prediction Black Box for predicting Most Qualified Leads (MQL) intelligently.

The Prediction system makes use of the student or customer data to predict whether the particular student will be a Hot, Warm or Cold Lead and which course he/she will be interested in, based on their attributes from the dataset such as skills,Qualification, Location,College,etc.

And Also Sending the customer messages or emails in real time.This type of filtering is based on collecting and analyzing student information.

Training and test data both will be provided by Felix-Its,Kothrud.The test data for the system are planned to contain thousands of students and irregular data such that, will the student be an hot,warm,cold lead remains unknown.

**4. Product Perspective**

Intelligent Lead Qualifier is a machine learning blackbox that provides suggestions of leads to the Sales Executives of Felix-Its.

Our Intelligent Lead Qualifier is a component of a larger system which is a cloud based telemarketing software to easily manage all your outbound calling, Live call reports, call recordings, lead management and follow up.

The application integrates our system to main web application as a web service.Our system helps existing larger system to increase in usage of system by accurate predictions of Leads and the courses they will be interested in.

The dataset is the most important part of our system therefore main system's existence and wide usage are important for generating Predictions on our system.

**5. Product Function**

The Lead Qualifier System predicts :

1. Hot,Warm leads
2. Courses that student will be interested in.
3. Send Message/Emails to Hot Leads in Real Time.
4. Transcript Generation For Sales Executive.

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