

## Summary Report

### Objective:

- The goal was to increase lead conversion efficiency by implementing a lead scoring system.

### Approach:

1. Data Cleaning & Preprocessing:
  - Removed unnecessary columns.
  - Imputed missing values.
  - Encoded categorical variables and scaled numerical data.
2. Model Selection & Training:
  - Used Logistic Regression due to its interpretability and efficiency.
  - Applied Recursive Feature Elimination (RFE) to optimize feature selection.
3. Evaluation & Insights:
  - Achieved an accuracy of 79% .
  - Identified key features impacting lead conversion.
  - Recommended strategies for sales optimization.

### Key Takeaways:

- Leads with higher website engagement have the highest probability of conversion .
- Tags and occupation-based segmentation help prioritize high-quality leads.
- Implementing data-driven decision-making in lead outreach improves sales efficiency.