**Lead-Scoring-Case-Study**

**Problem Statement**

An education company named X Education offers online courses to industry professionals. Professionals who are interested in pursuing the courses provided by X, visit their website and search for the courses. Professionals who are interested in their course, register themselves by providing few details about themselves. Out of many professionals who visited the website, few of them register themselves. After registrations, sales team calls, mail or message them. After some follow ups some are likely to get enrols in the course. They are called as leads. Conversion percentage is approx. 30 for company X. For maximum conversion, company focuses on hot leads which are most likely to get enrolled. In this case study we want to build a model which can identify the hot leads. And sales team will be focusing more on communicating with them only.

**Files included**

One Python file- Which shows detail analysis.

Subjective questions pdf file- Answers of subjective questions.

Summary File- which shows Approach and insights which is followed during case study.

Case study presentation

Readme.md file

[](https://camo.githubusercontent.com/e0e7ab659230caccd83a180b7e95312da535bc5e6692264496295006eb40b10e/68747470733a2f2f742e626b69742e636f2f775f363363643432623939633963652e676966)