Summary:

X Education, an online course provider for industry professionals, seeks to optimize its lead conversion process. Many professionals visit their websites daily, browsing available courses. The company has tasked you with building a predictive model to assign a lead score to each visitor, indicating their likelihood of converting into paying customers. This lead scoring model will prioritize high-potential leads, helping the company focus its resources effectively. The CEO has set a target lead conversion rate of approximately 80%, emphasizing the need for accurate predictions. Your goal is to create a model that aligns with this objective, ensuring that leads with higher scores have a higher probability of conversion while those with lower scores represent lesser potential. This initiative aims to enhance sales efficiency and improve overall business outcomes.