Summary of lead scoring case study:

X Education Company needs to focus on following key aspects to improve the overall conversion rate:

• There is a positive correlation between 'Lead Add Form' and 'Converted' as evident by the positive coefficient 1.77.
It suggests that, A person who fills the form can be considered a hot lead and we can persuade that person to increase the conversion of leads.
• A positive coefficient (of 2.59) between 'Working Professional' and 'Converted' suggests that working professionals should be given due importance during the persuasion by sales team, as they have high chance of becoming hot leads and thereby increase in conversion.
• High positive coefficient > 10 is observed in two variables 'Tags closed by Horizon' and 'Tags Lost to EINS'. Focussing on these tags would increase the conversion from not converted to converted.
• A negative coefficient of -2.711 and -3.41 for 'School Student' and 'Unknown Lead' respectively suggests that sales team should steer away from these customers during their calls.
• The customers whose last notable activity is 'SMS Sent' should be the focus of the sales team, as they have higher chance of becoming 'hot leads' thereby increase in the conversion numbers.
• The customers belonging to 'Other Cities' should also be the focus of sales team to make calls.
• accuracy of prediction module is: 89.49%

• sensitivity of our logistic regression final model: 89.34 %

• specificity of our logistic regression final model: 89.58%