

# Leads Scoring Summary

## Results:

The lead scoring model achieved an impressive overall accuracy of 91.2%. This indicates that 91.2% of the predictions made by the model were correct. It demonstrates the effectiveness of the selected variables in predicting lead scores.

The sensitivity of the model, which measures its ability to identify positive leads correctly, was found to be 86.2%. This implies that 86.2% of the positive leads were accurately identified by the model.

The specificity of the model, which gauges its capability to identify negative leads correctly, was determined to be 94.4%. This indicates that 94.4% of the negative leads were correctly identified by the model.

## Conclusion:

The lead scoring model using the top variables, namely Tags\_Lost to EINS, Tags\_Closed by Horizon, Lead Source\_Welingak Website, Tags\_Busy, Tags\_Will revert after reading the email, Lead Quality\_Not Sure, and Lead Quality\_Worst, exhibited strong performance. With an accuracy of 91.2%, the model demonstrated its ability to make accurate predictions. The sensitivity of 86.2% and specificity of 94.4% indicate its effectiveness in identifying positive and negative leads, respectively.

These results suggest that the selected variables are significant in determining lead scores. The model can assist businesses in prioritizing and allocating resources to leads based on their likelihood of conversion, thus enhancing lead management strategies and optimizing sales efforts.