Customer conversion using logistic regression.

Industry professionals can purchase online courses from X Education, an education firm. Many experts who are interested in the courses visit their website and look through the offerings on any given day.

The business advertises its classes via a number of websites and search engines, including Google. Upon accessing the website, these individuals may peruse the available courses, complete the course registration form, or view some videos. These folks are categorised as leads when they complete a form with their phone number or email address. Additionally, the business receives leads from previous recommendations. After obtaining these leads, sales team members begin calling, emailing, and so on. Some of the leads convert during this process, but the majority do not. At X education, the lead conversion rate is typically 30%.

X Education currently has a very low lead conversion rate despite receiving a lot of leads. For instance, only roughly thirty of the 100 leads they obtain each day are converted. The organisation wants to find the most potential leads, or "Hot Leads," in order to streamline this procedure. The lead conversion rate should increase if they are able to locate this group of leads because the sales staff will now be spending more time corresponding with the prospects rather than calling everyone. An illustration of a standard lead conversion procedure would be a funnel.

You have been assigned by X Education to assist them in identifying the most promising prospects—that is, the leads with the highest likelihood of becoming paying clients. According to the company's requirements, you must create a model in which you give each lead a score, meaning that clients with higher lead scores are more likely to convert than those with lower scores. The intended lead conversion rate, as stated by the CEO in particular, is approximately 80%.