Summary: Lead Scoring

Lead scoring is a valuable practice in the realm of marketing and sales, enabling businesses to prioritize and effectively manage their leads. By assigning scores or rankings to potential customers based on their characteristics, behaviors, and interactions, lead scoring helps organizations focus their resources on leads with the highest likelihood of conversion.

This summary explores the concept of lead scoring, its benefits, and common methodologies employed in the process. Lead scoring involves the systematic evaluation of leads to determine their quality and potential for conversion.

The goal is to differentiate between leads that are highly likely to become customers and those that may require additional nurturing. This prioritization allows sales and marketing teams to allocate their time and efforts efficiently, targeting the leads that are most likely to generate revenue.

There are various approaches to lead scoring, but they generally involve two key components: defining scoring criteria and assigning point values to each criterion.

The scoring criteria encompass a wide range of factors, such as demographic information, firmographics, lead source, engagement level, website behavior, and past interactions. These criteria are selected based on their relevance and correlation with the likelihood of conversion.

Once the scoring criteria are established, point values are assigned to each criterion based on their perceived importance or impact on conversion. For instance, a lead's engagement level, such as opening emails or attending webinars, may be assigned a higher point value than basic demographic information. The total score for each lead is calculated by summing up the points assigned to each criterion.

Lead scoring can be implemented using different methodologies, including manual scoring, rules-based scoring, and predictive scoring. Manual scoring involves a subjective assessment of leads by sales or marketing teams based on their expertise and experience. Rules-based scoring utilizes predefined rules and thresholds to assign scores to leads automatically.

Confusion matrix of the test data is

	P	**N**
P	**3653**	**284**
N	**204**	**2173**

It is observed that model is able predict true positive and true negative high percentage. And false negative is 4% which is quite low. Hence the model can be accepted

Since the accuracy of model so designed is 92.27%, the findings are much more useful for considerations.

Final recommendations are:

• The education institute has to focus more on working professionals

• Has to create more engaging content on website

• Need to send the SMS/message regularly

• Get the feedback from email regularly