

Lead Scoring Case Study

Group Members

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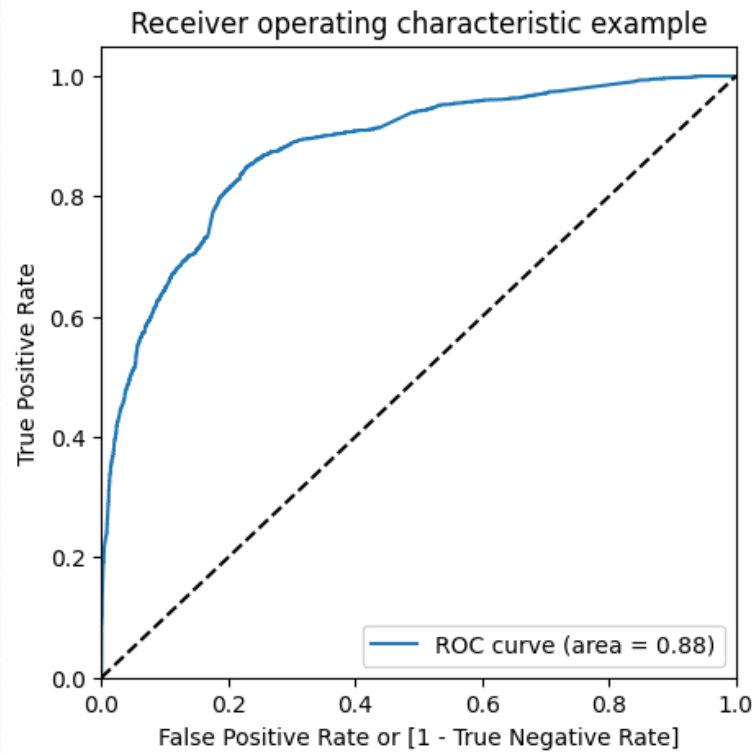
Problem Statement

X Education, a provider of online courses for industry professionals, aimed to enhance their lead conversion strategy by identifying the most promising leads likely to convert into paying customers. The company required a model to assign a lead score, ensuring an 80% lead conversion rate.

STEPS

1. Data Preparation
2. Exploratory Data Analysis (EDA)
3. Feature Engineering
4. Train-Test Split
5. Feature Selection

ROC Curve



TOP 3 MOST IMPORTANT VARIABLES

1. The total time spend on the Website.
2. When the lead origin is Lead add format.
3. When the lead source was Welingak website