

# Report: Lead Scoring Model – Strategic Summary for X Education

**The Challenge** X Education has been operating with a lead conversion rate of roughly 30%. While we generate plenty of leads, our sales team spends too much time chasing "cold" prospects who never buy. The CEO's goal is to improve efficiency and hit a conversion target of roughly 80% for the leads we choose to contact.

**The Solution** We built a Logistic Regression model to process our past data and identify exactly what makes a lead successful. The model now assigns a **Lead Score (0–100)** to every new prospect. The higher the score, the more likely they are to convert.

**What Actually Drives Sales?** Our analysis cut through the noise and found that three specific behaviours matter most:

- **Intent to Reply:** The tag "*Will Revert After Reading Email*" is the single strongest indicator. If a lead has this, they are almost guaranteed to close.
- **Time Spent:** Engagement matters. Leads who spend more time browsing our course details are exponentially more likely to buy.
- **Source Quality:** Leads who actively fill out the "Lead Add Form" are far hotter than those coming from generic search or API feeds.

**The New Strategy** Instead of calling everyone, we will prioritize based on the score. We determined that a **cutoff of 35** is the sweet spot to balance volume and quality.

- **Hot Leads (Score 70+):** These are our "Sure Shots." Senior sales reps should call them within the hour.
- **Warm Leads (Score 35–69):** These are potential buyers who need nurturing. Enrol them in email campaigns to boost their interest.
- **Cold Leads (Score < 35):** Ignore. Don't waste manpower here.

**Flexibility for Business Cycles** One size doesn't fit all, so we designed the model to adapt:

- **Aggressive Mode (Intern Season):** When we have extra staff, we **lower the cutoff to 0.2**. We accept more "duds" to ensure we don't miss a single potential sale.
- **Efficiency Mode:** When the team is busy, we **raise the cutoff to 0.7**. We call fewer people, but nearly every call results in a sale.

**Bottom Line** This model shifts our approach from "volume" to "precision." By implementing this scoring system, X Education can stop wasting hours on cold calls and focus entirely on the customers who are actually ready to buy.