

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.