

## **Project Title: Lead Prioritization Tool for Insurance Consultancy- CogniZen Innovations**

### **Objective:**

To build a smart, automated tool that scores and prioritizes potential insurance leads based on demographic, financial, and behavioral parameters. This helps the sales or consultancy team focus on high-conversion and high-value leads, saving time and improving efficiency.

### **Key Factors Considered in Lead Scoring:**

Each lead is given a score out of 25 points, derived from four main criteria:

- Age
- Annual income
- Family
- Engagement Score

#### **1. Age** (Weight: 5 points)

Why it matters: Insurance products are often more appealing to individuals in certain age brackets (e.g., 18–50) due to increasing responsibilities (kids, home loans, health).

Logic:

If age is between 18 and 50: +5 points

Else: 0 points

#### **2. Annual Income** (Weight: 6 points)

Why it matters: Higher-income individuals are more likely to purchase and sustain insurance policies.

Logic:

If income is greater than ₹6,00,000 per year: +6 points

Else: 0 points

### 3. Family Members (Weight: 4 points)

Why it matters: People with more dependents (like spouses, kids, parents) usually have greater motivation to secure family protection plans.

Logic:

If family size is 3 or more: +4 points

Else: 0 points

### 4. Engagement Score (Weight: 10 points)

Why it matters: Engagement score reflects how involved or interested the lead is — maybe through meetings, call responses, emails, or website activity.

Logic:

If engagement score > 50: +10 points

Else: 0 points

**Total Score = Sum of all points (out of 25)**

### Lead Priority Classification:

Based on the total score, each lead is classified into a priority level:

### Why Prioritization Matters:

- **High Priority:** Act immediately. These clients are the most promising — financially capable, interested, and suitable.
- **Medium Priority:** Nurture them with follow-ups, targeted offers, and personalized engagement.
- **Low Priority:** Consider them low-touch; keep in database, but don't spend too many resources now.

## Sample Output :

### Lead Prioritization Results:

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Name: Rahul  
Score: 25 / 25  
Priority: HIGH  
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Name: Raina  
Score: 25 / 25  
Priority: HIGH  
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Name: Priyanka  
Score: 21 / 25  
Priority: HIGH  
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Name: Puneet  
Score: 11 / 25  
Priority: MEDIUM  
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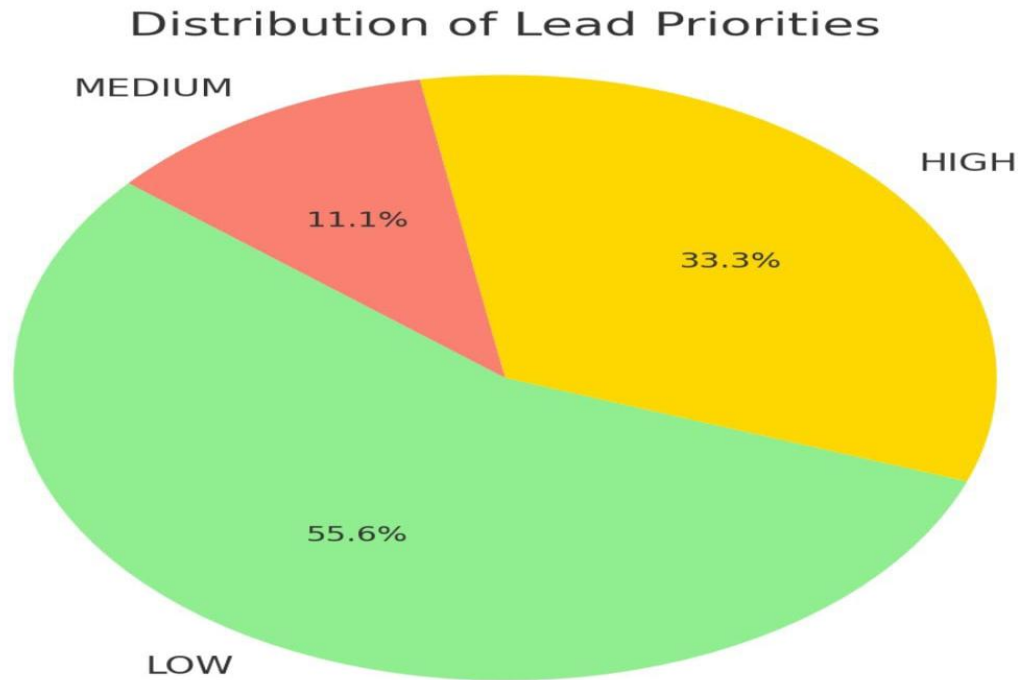
Name: Shashank  
Score: 9 / 25  
Priority: LOW  
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Name: Priytam  
Score: 9 / 25  
Priority: LOW  
-----

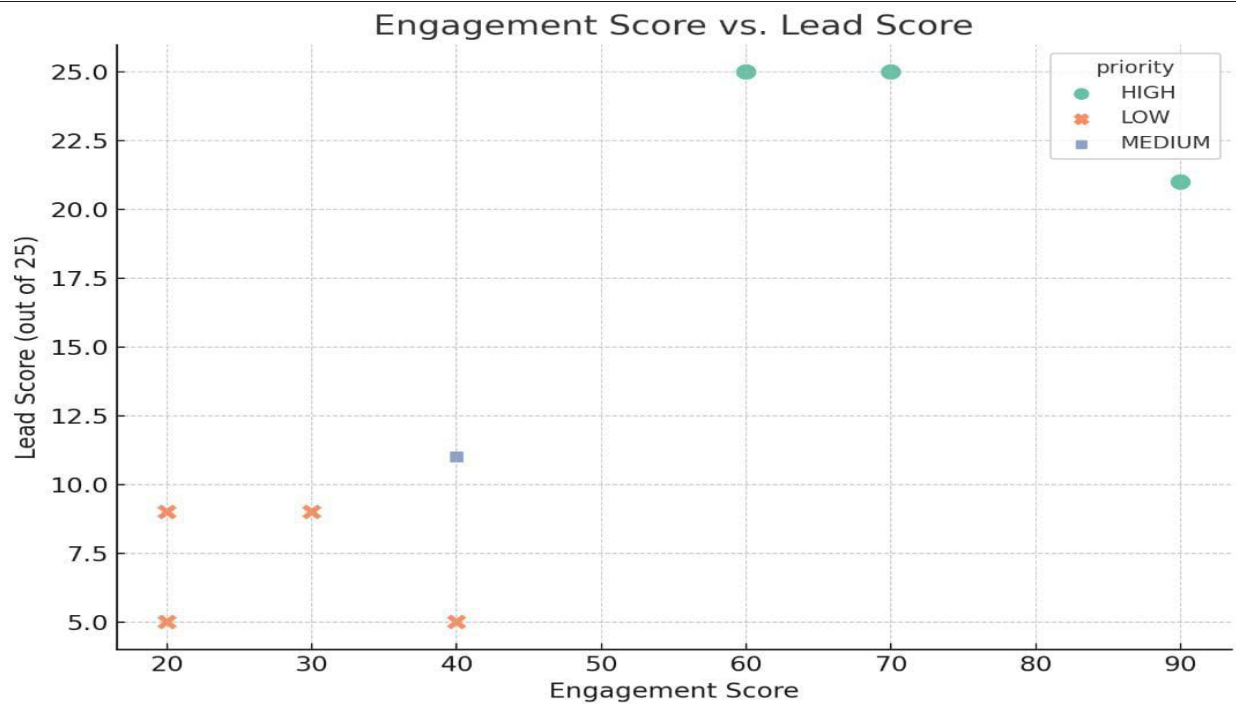
Name: Arushkaa  
Score: 9 / 25  
Priority: LOW  
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Name: Priya  
Score: 5 / 25  
Priority: LOW  
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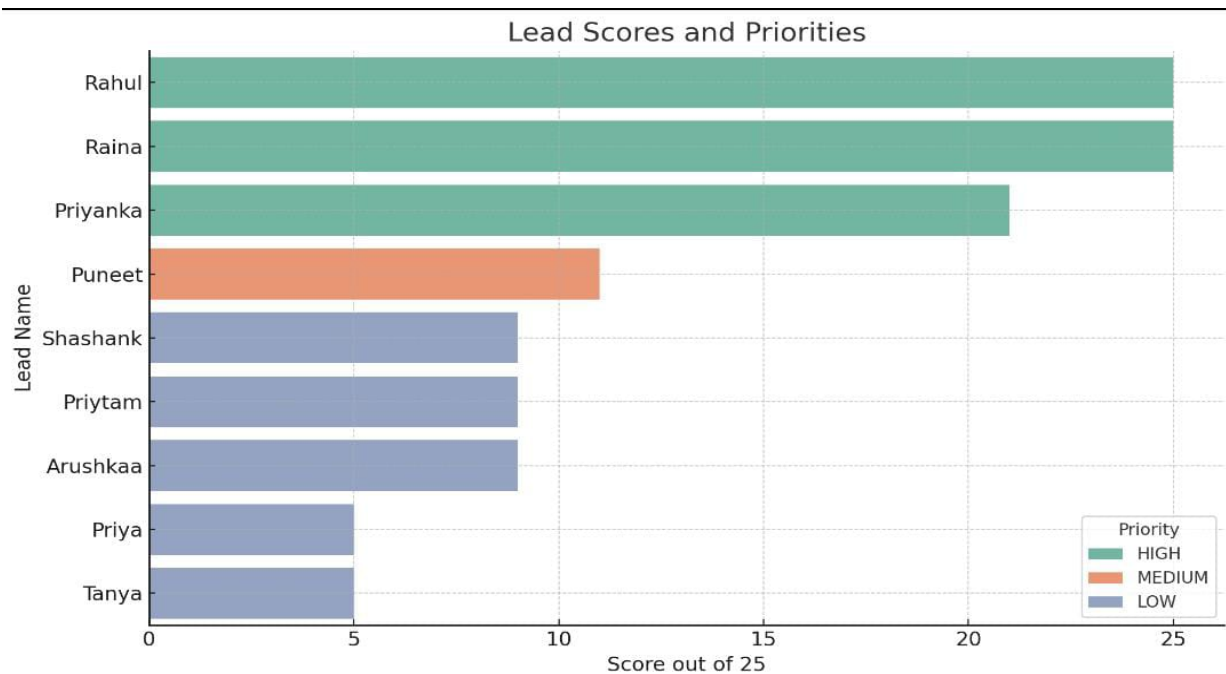
Name: Tanya  
Score: 5 / 25  
Priority: LOW  
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Indicates what proportion of leads fall under High, Medium, and Low priority



Indicates that higher engagement often corresponds with higher lead scores, especially among high-priority leads



Indicates lead scores and their assigned priorities

### How Businesses Benefit from This Tool:

1. Boosts conversion rates by focusing on the most likely clients.
2. Saves time and cost by filtering out low-potential leads early.
3. Enhances targeting with data-backed prioritization.
4. Easy to integrate with CRMs or sales dashboards.