```sql
#standardsql
# owner: rcorniea@thumbtack.com, eadair@thumbtack.com, bpedersen@thumbtack.com
# description: Contains lead scores for use by sales team to prioritize leads in Salesforce cost
and incrementality
# column description:
#  id: "lead id"
#  state_group: "UT, SC, MA, CA, TN, MO, FL in high converting state group (2). RI, NJ, DE, PA,
AZ, OH, IL, MN in low converting state group (0). All other states grouped together (1)"
#  website: "indicate whether pro has a stand alone website"
#  home_advisor_rating: ">=4.7(2), No review(1), <4.7(0)"
#  home_advisor_last_review_weeks: "weeks between latest review date on home advisor and
date added"
#  probability_value_to_convert: "the lead score"

WITH prospected_data AS (
  SELECT
    Id AS id
    , CASE WHEN State IN('UT'
                ,'SC'
                ,'MA'
                ,'CA'
                ,'TN'
                ,'MO'
                ,'FL'
                ) THEN 2
          WHEN State IN ('RI'
                ,'NJ'
                ,'DE'
                ,'PA'
                ,'AZ'
                ,'OH'
                ,'IL'
                ,'MN'
                ) THEN 0
        ELSE 1 END AS state_group
    , CASE WHEN Stand_Alone_Website IS NULL THEN 0 ELSE 1 END AS website
    , CASE WHEN HA_Avg_Rating >= 4.7 THEN 2
        WHEN HA_Avg_Rating IS NULL THEN 1
        WHEN HA_Avg_Rating < 4.7 THEN 0
        ELSE 0 END AS home_advisor_rating
    , CASE WHEN COALESCE(DATE_DIFF(DateAdded,HA_Lastest_Review_Date, DAY)/7,0)>0
        THEN COALESCE(DATE_DIFF(DateAdded,HA_Lastest_Review_Date, DAY)/7,0)
        ELSE 0 END AS home_advisor_last_review_weeks
```

```sql
    FROM `tt-dp-prod.sandbox.bpede_deadlift_TphEnriched4Scoring`
)

, model AS (
  SELECT
    id
    , -0.634 AS constant
    , state_group * 0.668 AS state_group_score
    , website * 0.523 AS website_score
    , home_advisor_rating * 0.375 AS home_advisor_rating_score
    , home_advisor_last_review_weeks * -0.003 AS home_advisor_last_review_weeks_score
  FROM prospected_data
)

, probability_output AS (
  SELECT
    prospected_data.id
    , state_group
    , website
    , home_advisor_rating
    , home_advisor_last_review_weeks
    , constant + state_group_score + website_score + home_advisor_rating_score +
home_advisor_last_review_weeks_score AS lead_score_log
  FROM model
  JOIN prospected_data
    ON prospected_data.id = model.id
)


SELECT
    id
  , state_group
  , website
  , home_advisor_rating
  , ROUND(home_advisor_last_review_weeks,4) AS home_advisor_last_review_weeks
  , ROUND(EXP(lead_score_log)/(1+EXP(lead_score_log)),4) AS probability_value_to_convert
FROM probability_output
```