IVD Lead Scoring Case Study (Portfolio Demo)

Business Problem: Prioritize IVD accounts for 90-day win and 180-day revenue using behavioral + install base

Solution:
- Data model: accounts, orders, interactions, bids, install base
- Feature view: rolling windows (90/180 days), engagement, service quality, bids
- Model: Logistic regression (demo) with daily scoring; weekly conditional retrain
- Dashboard: Funnel, lead prioritization, tender calendar, campaign ROI

Impact (simulated):
- Focus top 20% accounts -> win rate +15~20% and cycle time -10~15%

Note: All data is synthetic for demonstration.