

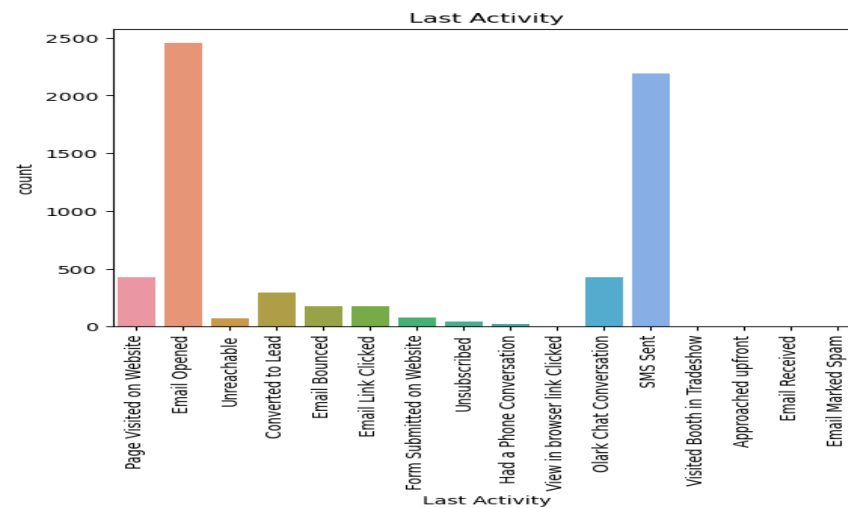
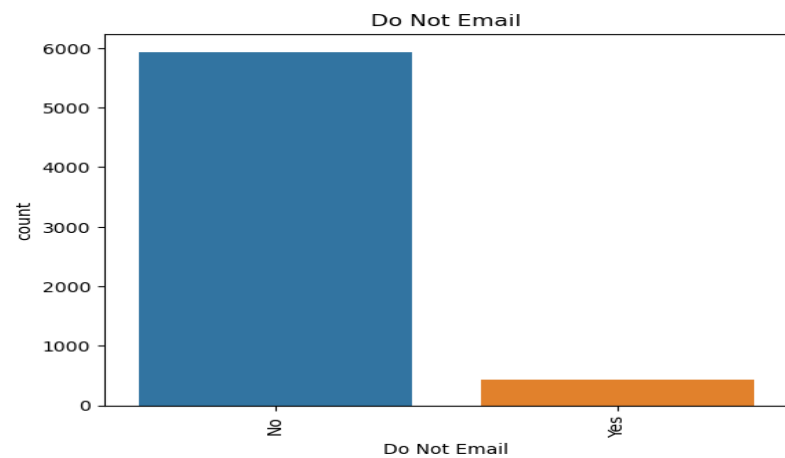
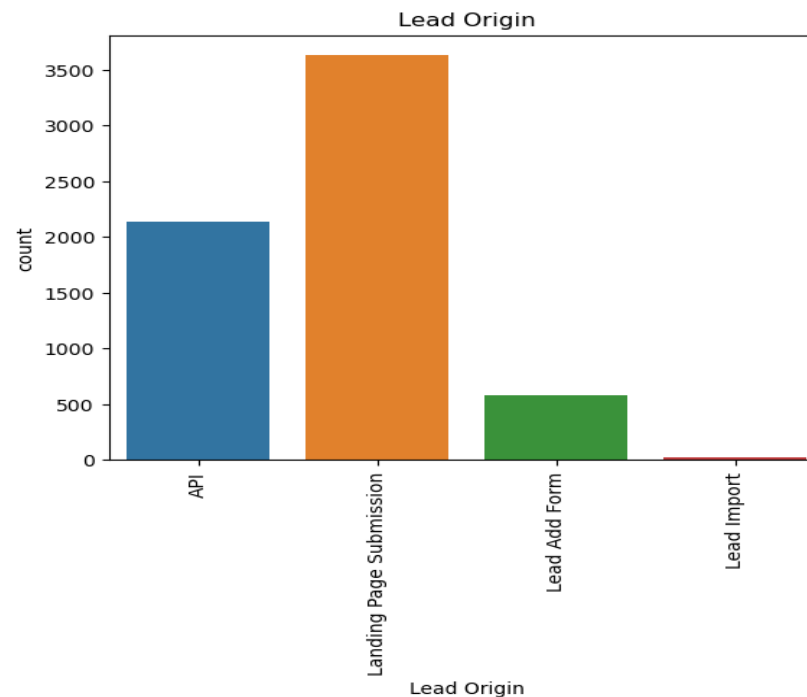
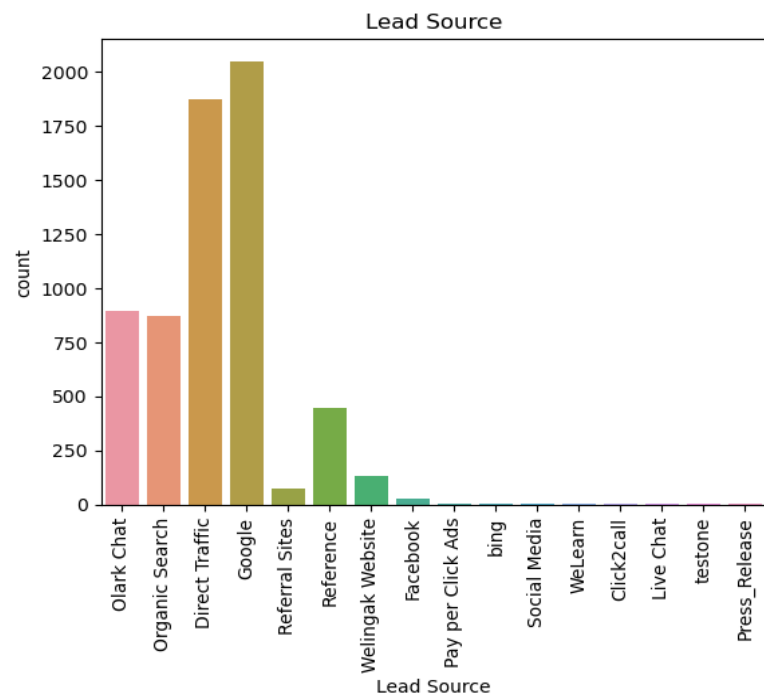
Lead Scoring Case study

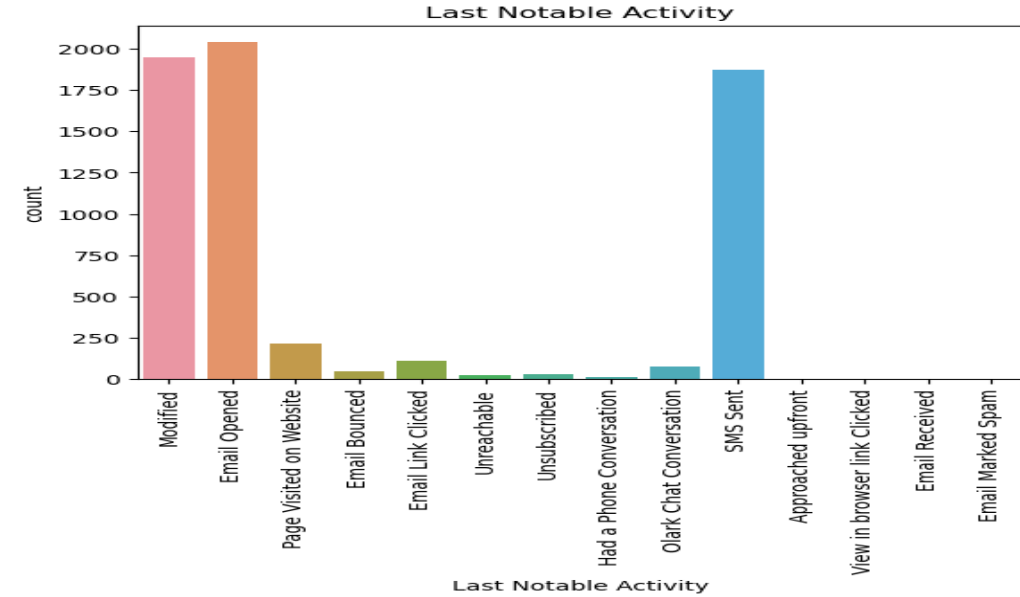
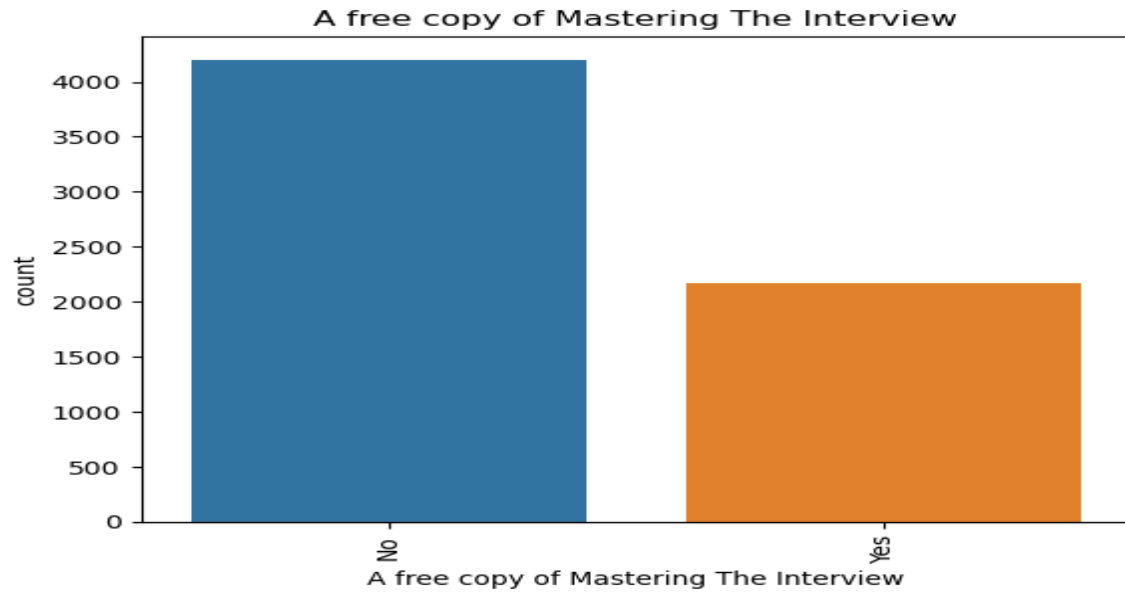
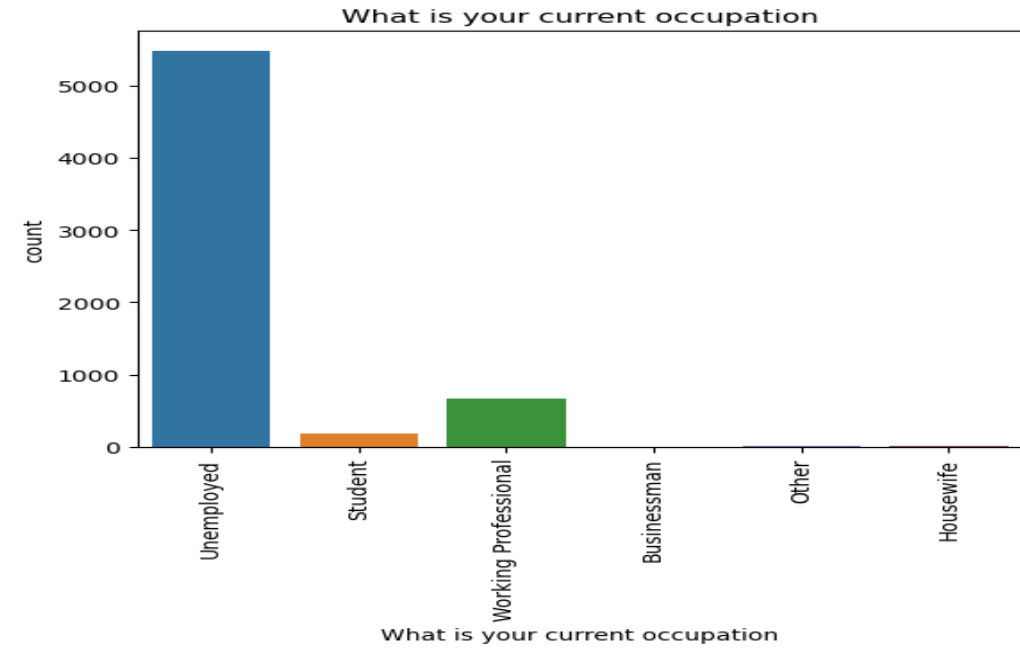
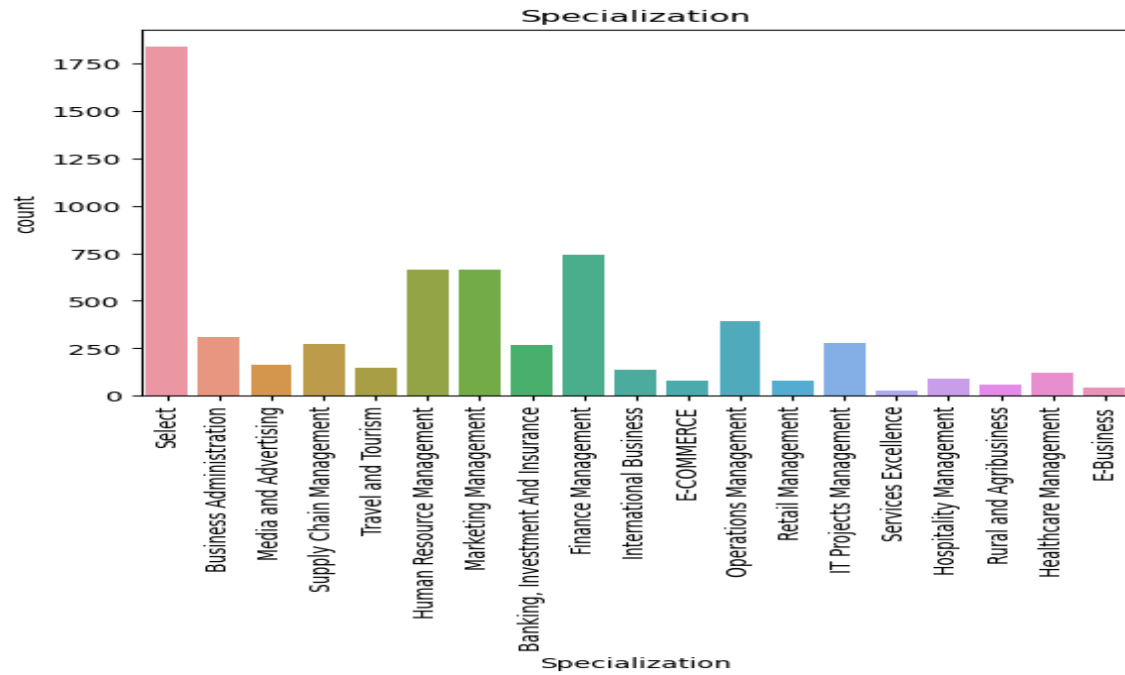
Goals of the Case Study

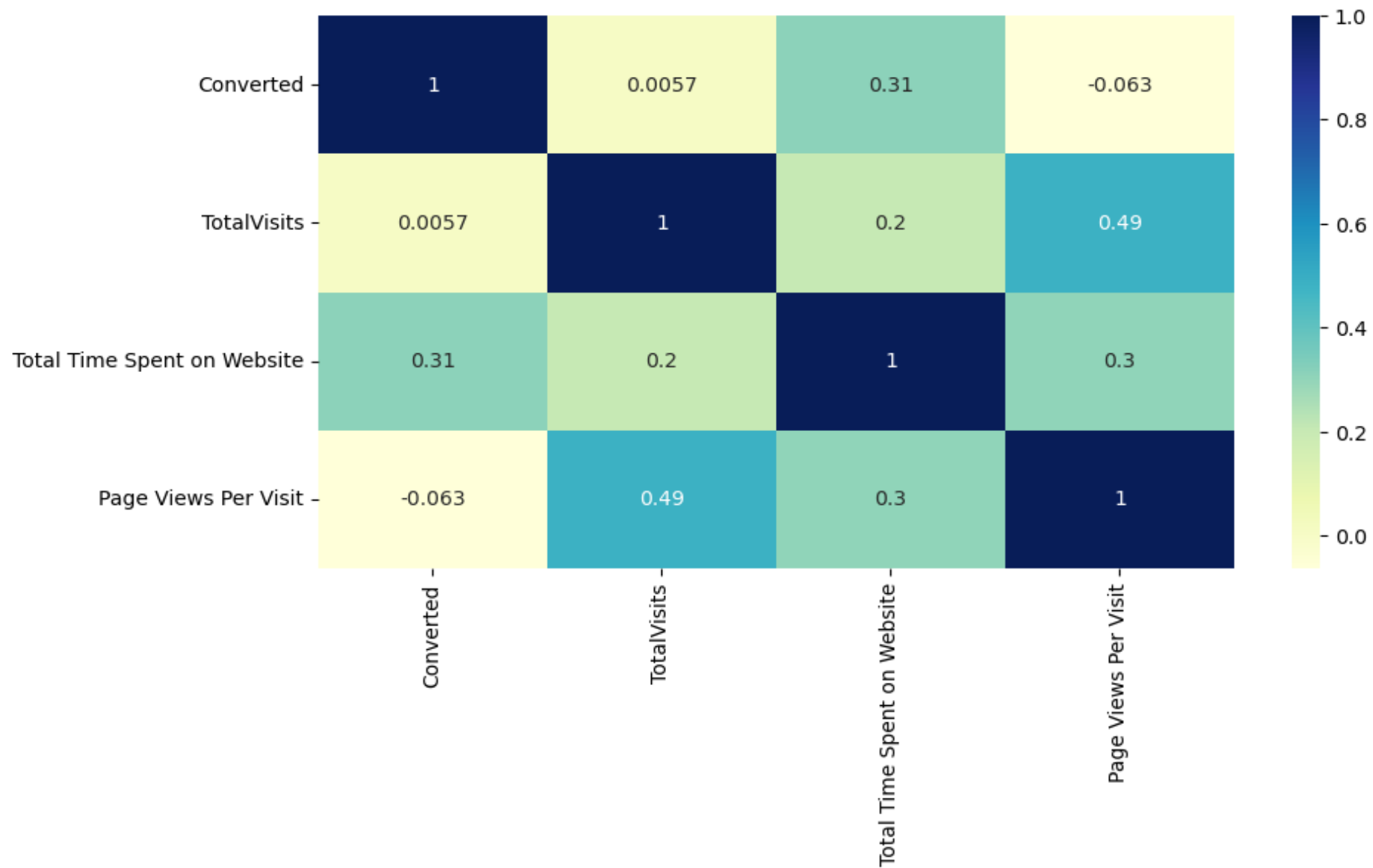
1. Build a logistic regression model to assign a lead score between 0 and 100 to each of the leads which can be used by the company to target potential leads. A higher score would mean that the lead is hot, i.e. is most likely to convert whereas a lower score would mean that the lead is cold and will mostly not get converted.
2. There are some more problems presented by the company which your model should be able to adjust to if the company's requirement changes in the future so we will need to handle these as well.

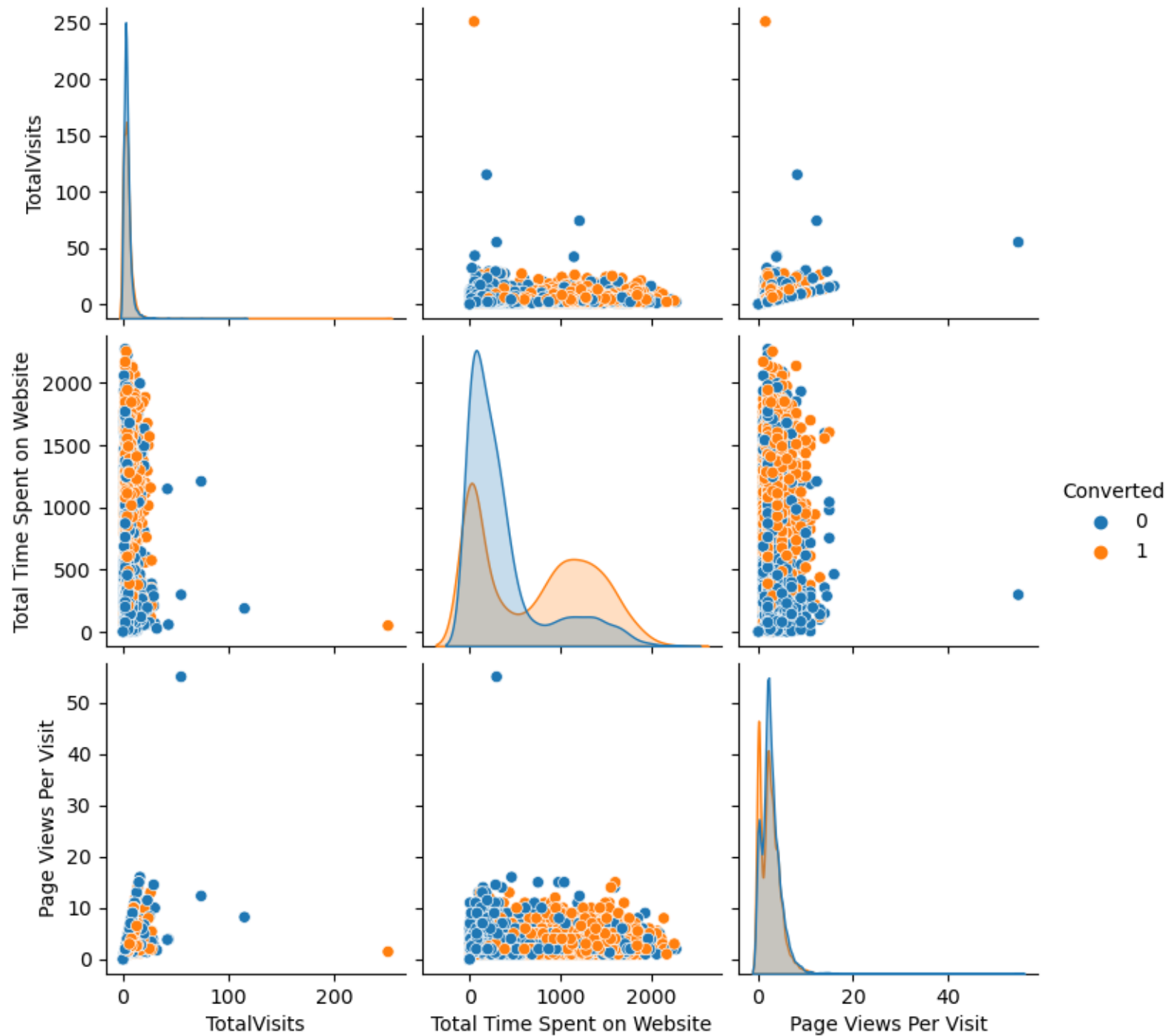
The steps are we are using broadly as:

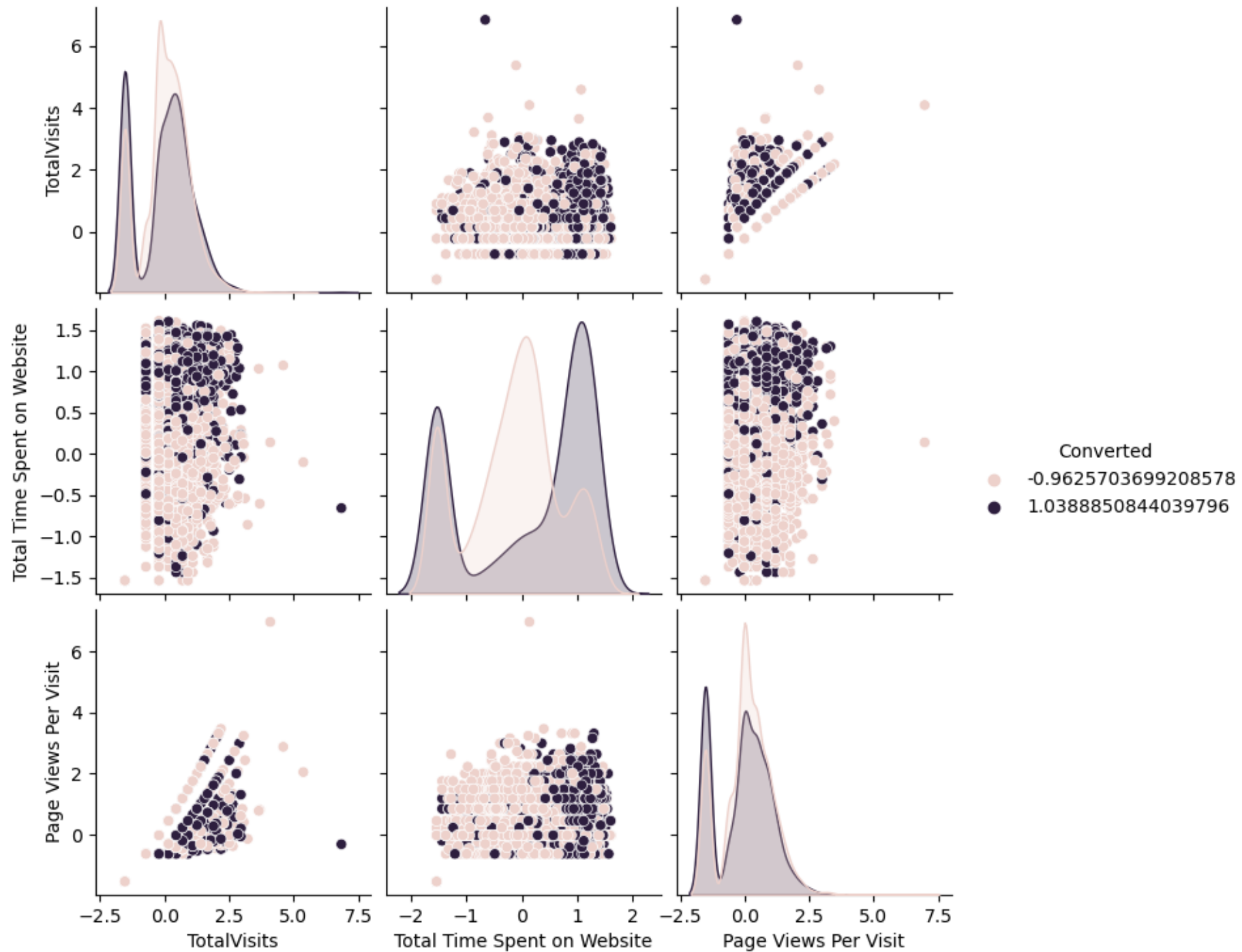
1. Reading and understanding the data
2. Cleaning the data
3. Preparing data for Model Building
4. Model Building
5. Model Evaluation
6. Making Predictions on the Test Set





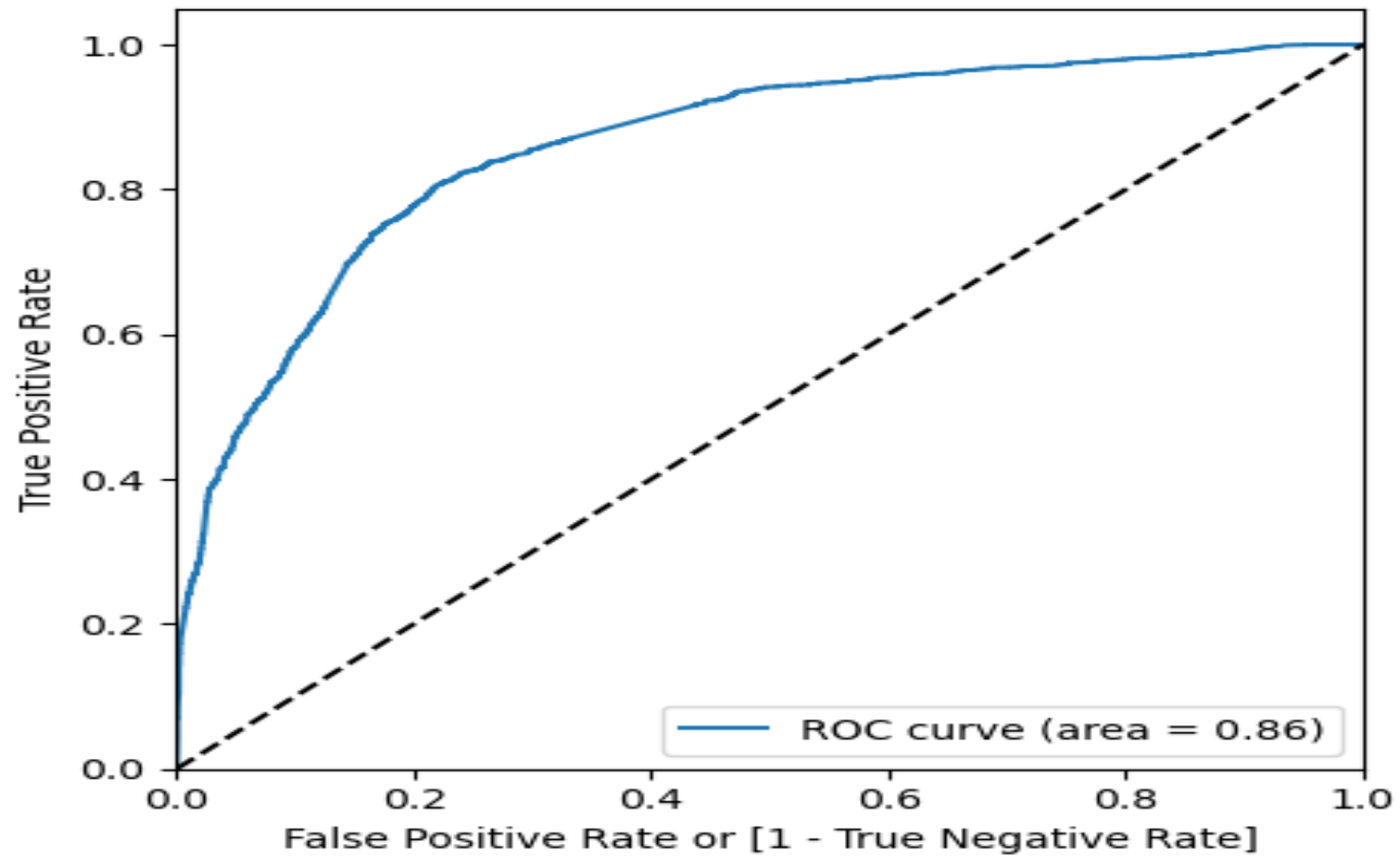


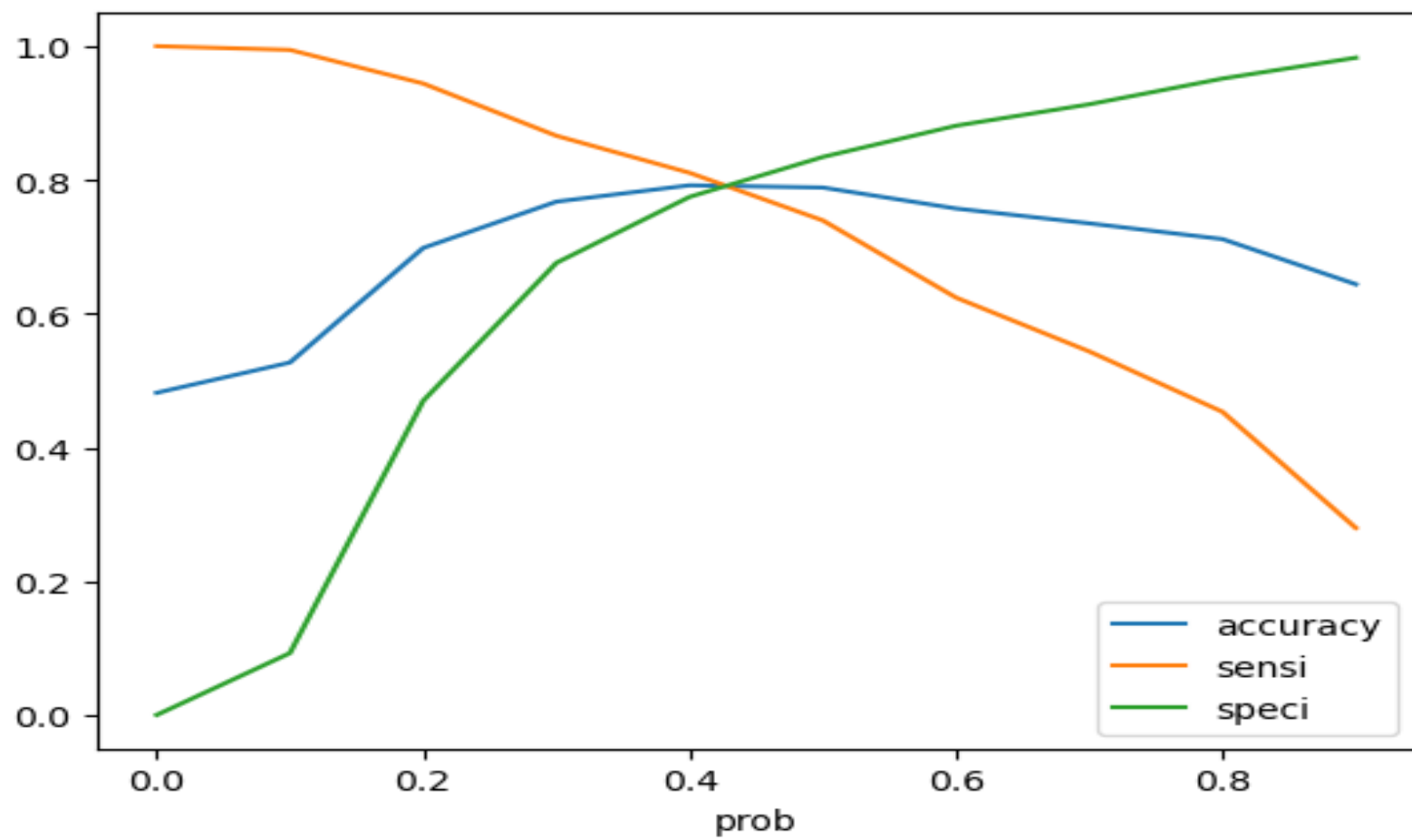


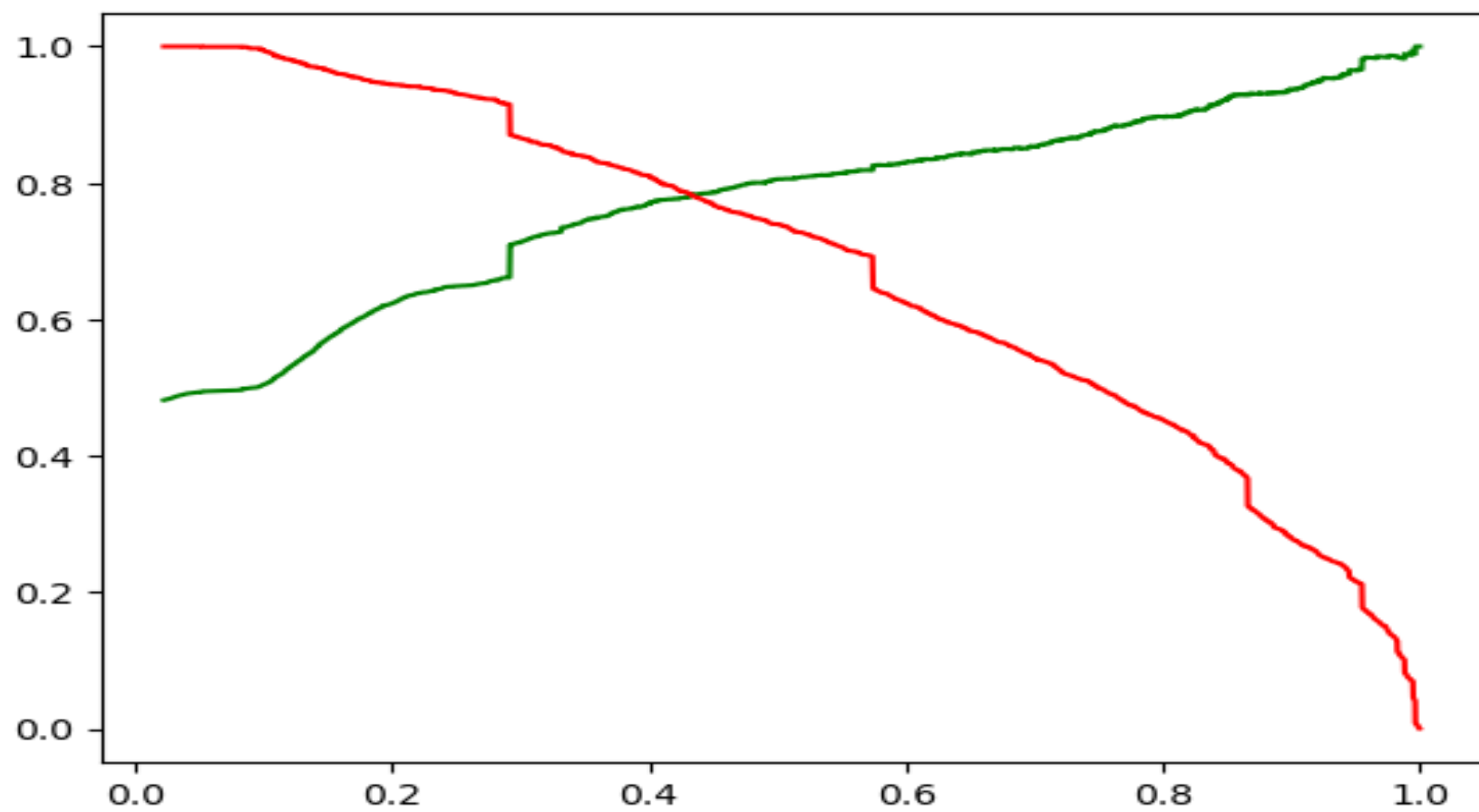


[illegible]

Receiver operating characteristic example







Summary

1. For this Lead scoring case study we used a logistic regression model to meet the constraints as per business requirements.
2. The more the number of total visits & more Total time spent on platform may increase the chances of leads to be converted.
3. The leads are joined in a course for Better Career Prospects, most having Specialization from students and unemployed.
4. Last notable Activity, improving in customer engagement through email ,SMS, calls will help to convert leads. As the leads which are opening email have high probability to convert, the same as sending SMS and phone call will also benefit.
5. Last Notable Activity Unreachable is also need to taken care of as to convert lead we need to try to reach to such lead.
6. Lead source Lead Add Form has high chances of lead conversion among others sources.
7. Among Lead Source Olark Chat , Welingak Website has high chances of lead conversion so we need to pay attention to it.
8. In case of few columns Select option is showing as values so we need to make it as mandatory option to choose an option so that we have a clear idea about options.