**SUMMARY of Lead Scoring Case Study**

Problem Statement : An education company named X Education sells online courses to industry professionals. The company requires you to build a model wherein you need to assign a lead score to each of the leads such that the customers with higher lead score have a higher conversion chance and the customers with lower lead score have a lower conversion chance. The CEO, in particular, has given a ballpark of the target lead conversion rate to be around 80%.

Our Goals of the Case Study:

• To 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.

• To adjust to if the company's requirement changes in the future so you will need to handle these as well.

The steps are broadly:

1. Read and understand the data

2. Clean the data

3. Prepare the data for Model Building

4. Model Building

5. Model Evaluation

6. Making Predictions on the Test Set

There are a lot of leads generated in the initial stage (top) but only a few of them come out as paying customers from the bottom. In the middle stage, you need to nurture the potential leads well (i.e. educating the leads about the product, constantly communicating etc.) in order to get a higher lead conversion. First, sort out the best prospects from the leads you have generated. 'TotalVisits' , 'Total Time Spent on Website' , 'Page Views Per Visit' which contribute most towards the probability of a lead getting converted. Then, You must keep a list of leads handy so that you can inform them about new courses, services, job offers and future higher studies. Monitor each lead carefully so that you can tailor the information you send to them. Carefully provide job offerings, information or courses that suits best according to the interest of the leads. A proper plan to chart the needs of each lead will go a long way to capture the leads as prospects. Focus on converted leads. Hold question-answer sessions with leads to extract the right information you need about them. Make further inquiries and appointments with the leads to determine their intention and mentality to join online courses.