

Lead Scoring

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Problem Statement

- X Education wanted to hit a lead scoring rate of 80%, by analyzing the data they have acquired from users interacting with their website
- Once the leads are identified with high accuracy they will be pursued through phone calls, emails etc by X Education employees

Approach

- The approach was to apply logistic regression since it is a classification problem, along with finding a threshold for deciding if a lead was worth pursuing or not
- The data was cleaned, redundant information was dropped and after feature elimination through both RFE and manual methods a good model was acquired