Summary Report:

X Education Company is a provider of online education courses. The company receives a large number of leads each month, but only a small percentage of these leads convert into paying customers. The company wanted to build a lead scoring model to identify the most promising leads and target them with marketing efforts.

A lead scoring model was built using logistic regression and was trained on a dataset of historical lead data. The model was able to achieve an AUC of 0.92, which means that it is performing well. The model was able to identify a number of factors that are predictive of lead conversion, including the lead's industry, job title, company size, and website activity.

The lead score is a useful tool for identifying hot leads and targeting them with marketing efforts. The lead score can be used to prioritize leads and focus marketing efforts on the most promising leads. The lead score can also be used to segment leads and target them with different marketing messages.

The model can be improved by adding more features to the dataset. For example, the model could be improved by adding features about the lead's interests, demographics, and past purchase history. The model could also be improved by using a different machine learning algorithm, such as a decision tree or random forest.

Findings

The following findings were made during the course of the case study:

- The management sector has a high conversion rate, so leads from this sector should be prioritized.
- The lead score is a useful tool for identifying hot leads and targeting them with marketing efforts.
- The model can be improved by adding more features to the dataset.

Recommendations

The following recommendations are made based on the findings of the case study:

- X Education Company should focus on leads from the management sector.
- X Education Company should use the lead score to identify hot leads and target them with marketing efforts.
- X Education Company should collect more data about leads, such as their job titles, company sizes, and interests. This data can be used to improve the model.

Conclusion

The lead scoring model is a valuable tool for X Education Company. The model can help the company to identify hot leads and target them with marketing efforts. This can help the company to increase its conversion rate and grow its revenue.

Additional Information

The lead scoring model was built using the following steps:

1. The data was cleaned and pre-processed.
2. The features were selected.
3. The model was trained.
4. The model was evaluated.
5. The model was deployed.

The data was cleaned and pre-processed by removing missing values, outliers, and skewed data. The features were selected using a combination of domain knowledge and machine learning techniques. The model was trained using a logistic regression algorithm. The model was evaluated using the AUC metric. The model was deployed in a production environment.