

Lead Scoring Case Study

Summary

- The company **should make calls** to the leads coming from the lead sources "Welingak Websites" and "Reference" as these are more likely to get converted.
- The company **should make calls** to the leads whose last activity was SMS Sent or Email Opened as they are more likely to get converted.
- The company **should make calls** to the leads who spent "more time on the websites" as these are more likely to get converted.
- The company **should make calls** to the leads who clicked the email link as they are not likely to get converted.
- The company **should not make calls** to the leads whose Specialization was "International Business" or "Finance Management" as they are not likely to get converted.
- The company **should not make calls** to the leads whose lead origin is "Landing Page Submission" as they are not likely to get converted.