

SUMMARY

- Lead scoring case study has been done using logistic regression model to meet the constraints as per business requirements.
- This analysis is done for X Education and to find ways to get more industry professionals to join their courses and the following steps have been used:
 - Cleaning data
 - EDA
 - Dummy Variables
 - Train-Test split
 - Model Building
 - Model Evaluation
 - Prediction
 - Precision – Recall

The following variables are important to score quality leads according to the case analysis:

1. Website visits
 2. Referrals
 3. Current occupation
- The high number of total visits & total time spent on platform may increasing the chances of lead to be converted.

Keeping these factors and variables in mind, it is possible to score more number of leads for the company.