

# **LEAD SCORE ASSIGNMENT SUMMARY**

## **Summary:-**

In summary, the lead scoring assignment involves a systematic process of data preprocessing, model building, evaluation, and prediction. The logistic regression model developed in this analysis shows promising results, with sensitivity, specificity, and accuracy metrics indicating its effectiveness in predicting lead conversions. Additionally, the assignment assigns lead scores, which help businesses identify and prioritize "hot leads" for targeted sales efforts. By utilizing this model, companies can improve their lead conversion rates and make data-driven decisions that enhance their sales processes and overall performance.

## **Observations from the assignment:-**

After running the model on the Test Data, we obtained:

Accuracy - 78.1%

Sensitivity - 79.6%

Specificity - 76.9%

## **Results:-**

Comparing the values obtained for Train & Test:

Train Data

Accuracy - 78.9%

Sensitivity - 73.9%

Specificity - 83.4%

#### Test Data

Accuracy - 78.1%

Sensitivity - 79.6%

Specificity - 76.9%

Thus we have achieved our goal of getting a ballpark of the target lead conversion rate to be around 77%. The Model seems to predict the Conversion Rate very well and we should be able to give the CEO confidence in making good calls based on this model to get a higher lead conversion rate of 77%