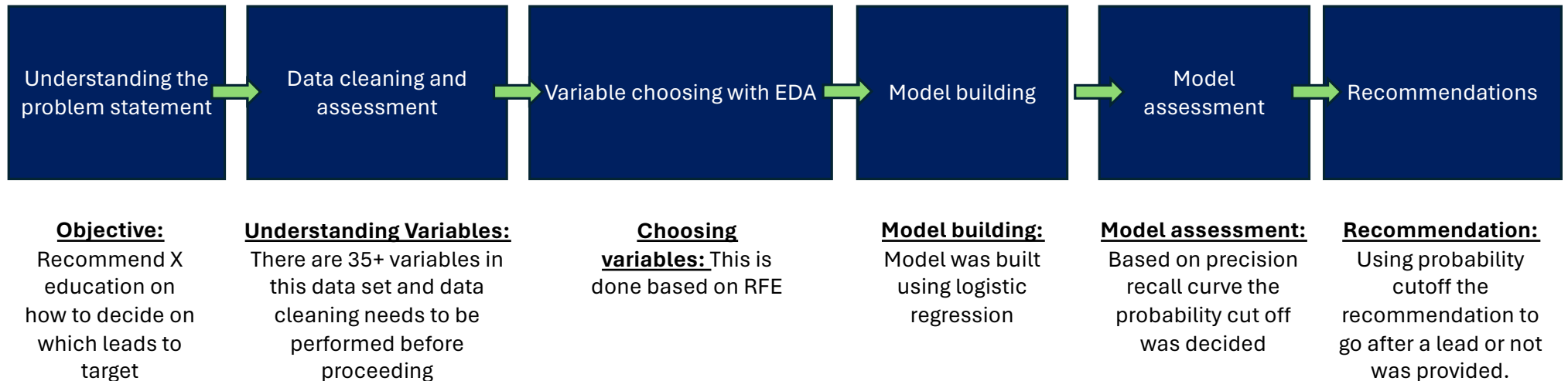


Lead scoring case study

Approach



Data cleaning and assessment

Strategy:

- Any column with more than 30% null values was removed
- The text 'Select' was imputed first with null values

Model building and assessment

Strategy:

- Logistic regression was used (since it's a case of binary prediction)
- Precision and accuracy curve was checked while deciding on cut off probability
- Confusion matrix was used to assess model

Recommendation

Strategy:

- The lead conversion accuracy has gone up to 80% based on the model and hence it is of a high business value
- The recommendation is to use this model for assessing whether to go after a lead or not