

Conclusion and Recommendations

1. A **Lead Score** ranging from 0 to 100 has been calculated using the Logistic Regression model to meet the business requirements. A higher score indicates a "hot lead" (more likely to convert), while a lower score suggests a "cold lead" (less likely to convert).
2. This Lead Scoring system enables quicker and more efficient identification of high-potential leads, reducing the time needed for lead conversion and boosting the overall conversion rate. Leads should be prioritized in descending order based on their Lead Scores.
3. Leads with higher Lead Scores should be contacted first. These high-priority leads might benefit from dedicated attention, such as assigning a dedicated support representative (SPOC) to small groups of hot leads, as they have a significantly higher likelihood of conversion.
4. Leads with medium Lead Scores also represent good conversion opportunities. They should be engaged with meaningful interactions to understand their needs and concerns. Addressing these needs, such as adjusting course offerings, modifying class schedules, or providing flexible fee payment options, can enhance the likelihood of conversion.
5. Cold leads should be approached after achieving strong conversion rates with high and medium Lead Score groups. Given their lower probability of conversion, they may be better suited for inclusion in the company's broader and more aggressive marketing strategies.