

Lead Score Case Study Summary

- While we have checked both Sensitivity-Specificity as well as Precision and Recall Metrics, we have considered the optimal cut off based on Sensitivity and Specificity for calculating the final prediction.
- Accuracy, Sensitivity and Specificity values of test set are around 81%, 79% and 82% which are approximately closer to the respective values calculated using trained set.
- Also the lead score calculated in the trained set of data shows the conversion rate on the final predicted model is around 80%
- The company should make calls to the leads who are the "working professionals" , who spent "more time on the websites", leads coming from the lead sources "Olark Chat" ,leads whose last activity was SMS Sent as they are more likely to get converted.
- The company should not make calls to the leads whose last activity was "Olark Chat Conversation", "Landing Page Submission", Specialization was "Others", who chose the option of "Do not Email" as "yes" as they are not likely to get converted.