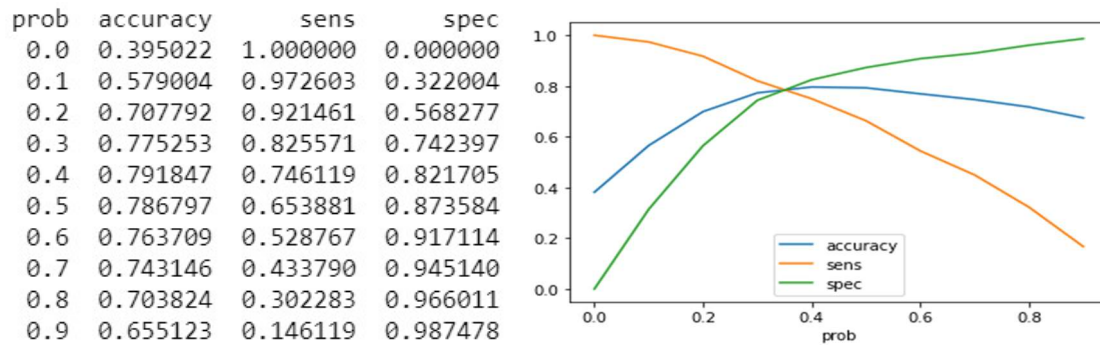**Lead Scoring Case Study Summary**

The company X Education can refer the Lead Score provided for each of the lead to determine if it is a Hot Lead or not. In a normal day, they can consider Lead Score >= 30 (probability >= 0.3) as a hot lead while during the period when they have extra manpower they should connect with all the leads with score >= 20 (probability >= 0.2). Once their target is achieved, the can plan to reach out to leads with score >= 40 (probability >= 0.4).

prob	accuracy	sens	spec
0.0	0.395022	1.000000	0.000000
0.1	0.579004	0.972603	0.322004
0.2	0.707792	0.921461	0.568277
0.3	0.775253	0.825571	0.742397
0.4	0.791847	0.746119	0.821705
0.5	0.786797	0.653881	0.873584
0.6	0.763709	0.528767	0.917114
0.7	0.743146	0.433790	0.945140
0.8	0.703824	0.302283	0.966011
0.9	0.655123	0.146119	0.987478

The model has a decent accuracy and sensitivity and it varies with the Probability cut-off as shown in above table and graph.

Company should focus on Leads where last activity was email or chat and the time spent by the person was high. The one that originated from application submission using API or a Landing page can be ignored.