An online X education course provider struggles with a low conversion rate of 30%. To improve efficiency, a logistic regression model was developed to assign lead scores (0–100) based on conversion likelihood. After data cleaning, exploration, and analysis, the model used top variables such as Tags_Lost to EINS, Tags_Closed by Horizon, and Lead Quality_Worst. Using Recursive Feature Elimination (RFE) and adjusting for VIF and p-values, the model achieved 92% accuracy with a sensitivity-specificity-based cutoff of 0.27. The lead score enables precise prioritization of hot leads, boosting the predicted conversion rate to 92% on test data. This adaptable model aligns with future business needs, enhancing resource utilization and increasing conversions.