

### **Summary: Lead Scoring Case study**

There are a lot of leads generated in the initial stage but only a few of them come out as converted customers. In the middle stage, we need to put effort to convert the potential leads well (i.e., telling the leads about the product, constant communication etc.).

Look for the best prospects from the leads generated. 'Total Visits', 'Total Time Spent on Website', 'Page Views Per Visit' which contribute most towards the probability of a lead getting converted.

Monitor each lead carefully and inform them about courses, services, job offers and future higher studies features. Have further inquiries and appointments with the leads to determine their intention to join online courses.

The model is built where we assigned a lead score to each of the leads such that the customers with a higher lead score have a higher conversion chance and the customers with a lower lead score have a lower conversion chance.