



LEAD SCORE CASE STUDY

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PROBLEM STATEMENT

- ❑ X education sells online courses to industry professionals.
- ❑ X education gets a lot of leads, its lead conversion rate is very poor.
- ❑ To make the process more efficient, the company wishes to identify the most potential leads.
- ❑ If they successfully identify the set of leads, the lead conversion rate should go up as the sales team will now be focusing more on communicating with the potential leads rather than making calls to everyone.

Business Objective:

- ❖ X education wants to know the most promising leads
- ❖ For that they want to build a Model which identifies the hot leads.
- ❖ Deployment for the model for future use.



SOLUTION METHODOLOGY

- ◆ **Data Cleaning and Data manipulation.**
 1. Check and handle duplicate data
 2. Check and handle NA values and missing values.
 3. Check and handle outliers in data.
- ◆ **EDA**
- ◆ **Feature scaling and dummy variables and encoding of data.**
- ◆ **Classification technique: Logistic regression used**
- ◆ **Validation of the model**
- ◆ **Model presentation**
- ◆ **Conclusions and recommendations.**

