

## **SUMMARY REPORT: LEAD SCORE ANALYSIS**

The lead score analysis was conducted to help a company prioritize its leads based on the likelihood of conversion. The dataset used for the analysis contained information about different leads, including their activities on the website, demographic information, and communication history with the company.

The report explains the dataset used for the analysis and the various techniques used to clean and explore the data. The lead scoring model built using statistical and machine learning techniques was used to predict the probability of conversion for each lead. The report highlights the factors that had a significant impact on the likelihood of conversion and suggests prioritizing leads with high scores to increase the chances of success.

Using these insights, the company was able to develop a lead scoring model that accurately predicted the likelihood of conversion for each lead. This allowed the company to prioritize its leads more effectively, focusing its resources on those with the highest likelihood of conversion and increasing overall conversion rates.

Overall, the lead score model was a valuable tool for the company in improving its lead management process and achieving its business goals.