# LEAD SCORE CASE STUDY

# SUBMISSION

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# Objectives and Problem Statement

Business Objective

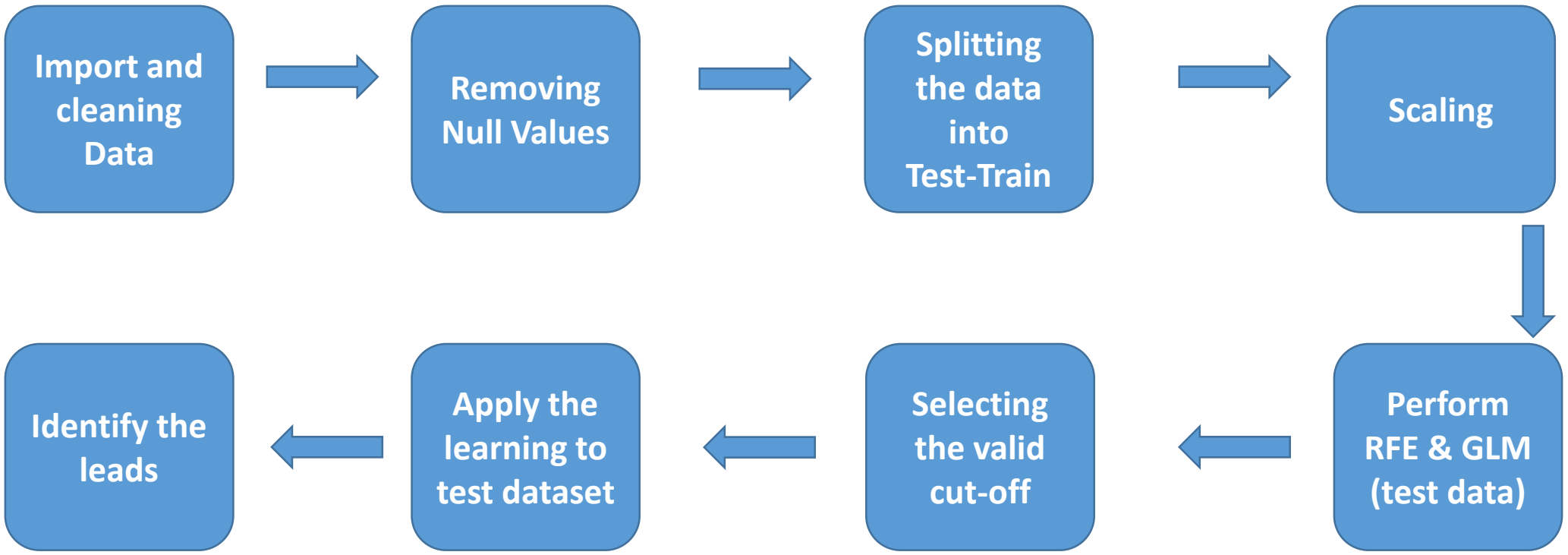
- To help X Education select the most promising leads with likely conversion rate of ~80%
- To build a model to assign a lead score to each of the leads, such that customers with high lead score are hot leads most likely to convert, and customers with low score means cold leads and not likely to convert

Goal of Data Analysis

- To build a logistic regression model to assign a lead score between 0 and 100 to each of the leads which can be used by the company to target potential leads
- To address few more problems presented by the company, which the model should be able to adjust to in case the company's requirement changes in the future

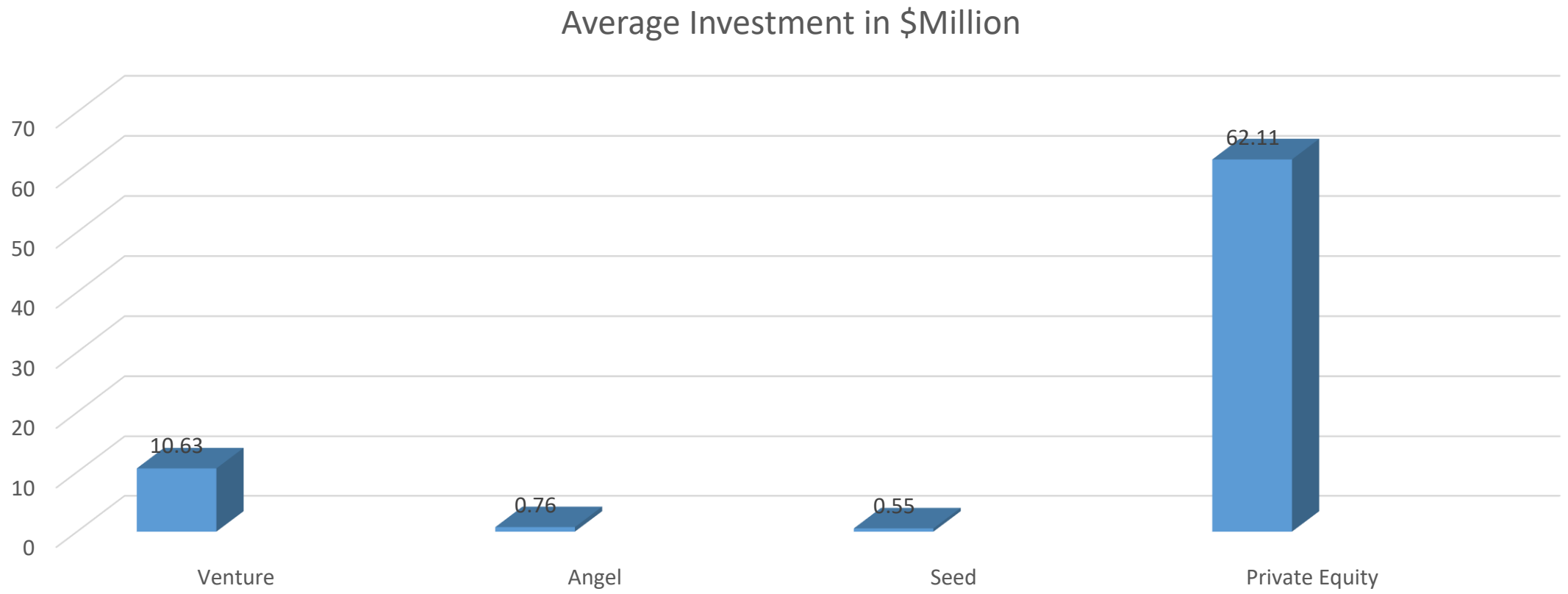
# Problem solving methodology

**Flow Chart**



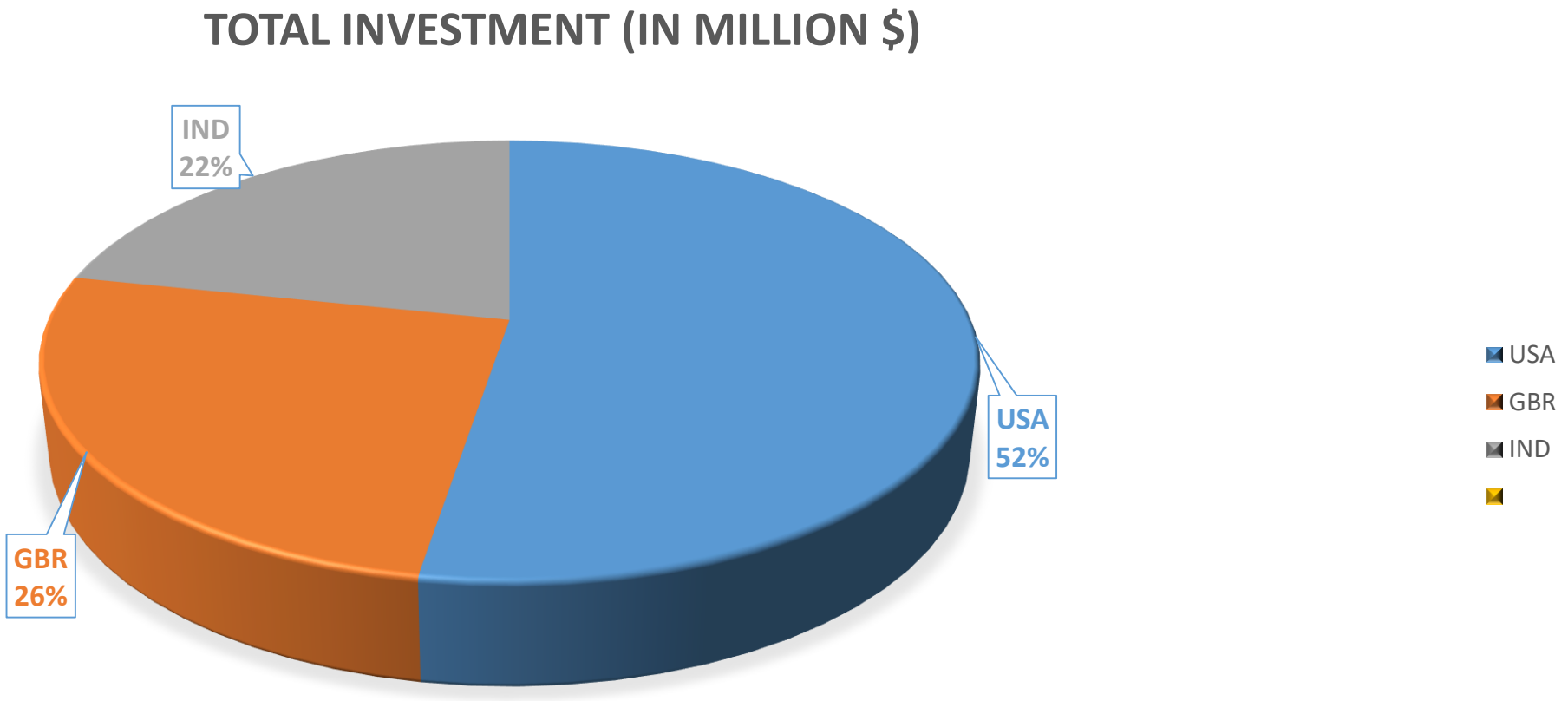
# Analysis – Funding Type

Analysed the funding type and found out that venture type is most suitable investment type for requirement of $5-15Million



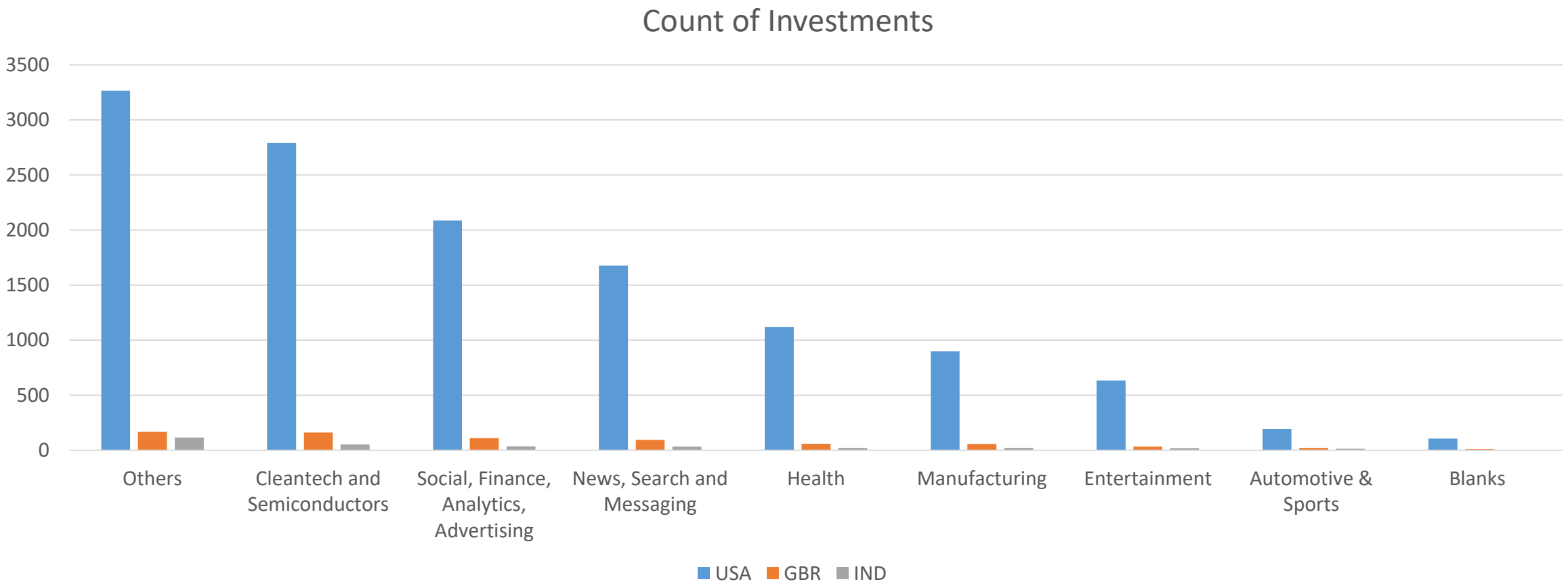
# Analysis – Country

Country Analysis – Found out the top 9 countries on the basis of the amount invested and then found out the top 3 English speaking Countries which raised the maximum investment for the chosen investment type i.e. venture type.



# Analysis – Sector

Sector wise Analysis : Among the top 3 English speaking country, Others Sector has the highest funding for Venture type between 5 M to 15 M funding



# <Results>

Plot 1

# <Results>

Plot 2

# <Results>

Plot 3

# Conclusions

Following are the conclusions

- The Suitable option for Spark Fund is with the Range of 5M to 15M will be in Venture Funding.
- The Top 3 English speaking countries are United State of America, Great Britain & India.
- The Suitable sectors for Funding are:

| Country | Sectors |
|---|---|
| United State Of America | 'Others', 'Cleantech/Semiconductors', 'Social, Finance, Analytics, Advertising' |
| Great Britain | 'Others', 'Cleantech/Semiconductors', 'Social, Finance, Analytics, Advertising' |
| India | 'Others', 'News, Search and Messaging', 'Social, Finance, Analytics, Advertising' |