



# LEAD SCORE CASE STUDY

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# Aim:

- 1.Assign leads score between 0-100 based on logistic regression model.
- 2.Higher score means more chances of conversion.
- 3.Make it flexible so that criteria may change on the basis of future needs of the company and so does the result.

# Data cleaning and Manipulation

- Null values
- Impute values
- Logical check
- Univariate and bivariate analysis
- Trying to find any sense of result from these analysis in this case couldn't find anything conclusive.