**Lead Scoring Case Study**

**Overview:**

This project involves building a logistic regression model to help **X Education**, an online course provider, identify potential leads who are most likely to convert into customers.

The goal is to assign a lead score between 0 and 100 to each lead, where a higher score indicates a higher likelihood of conversion. By identifying these "Hot Leads," the company can focus its sales efforts more efficiently, potentially improving its conversion rate.

**Project Objective:**

* **Objective:** To develop a logistic regression model that assigns a lead score to each lead, helping the sales team at X Education target the most promising leads.
* **Goal:** Improve the conversion rate by focusing on high-potential leads.

**Steps involved:**

1. Importing modules
2. Reading and understanding Data
3. Data Cleaning
4. Data Visualization(EDA)
5. Data Preparation
6. Building the Logistic Regression Model
7. Model Evaluation
8. ROC curve, Precision Trade-off and optimal cut-off values
9. Making Predictions on test data

**Files Provided:**

* **Lead\_Scoring\_CS.ipynb:** The Jupyter notebook containing the code and data analysis.
* **Sub\_Q&A\_Lead\_Scoring\_CS.pdf:** A document with answers to some subjective questions.
* **PPT\_Lead\_Scoring\_CS.pdf:** The final presentation summarizing the project.
* **Summary\_Lead\_Scoring\_CS.pdf:** A brief summary of the work done in the Jupyter notebook.

**Conclusion:**

The logistic regression model developed in this project aims to enhance the efficiency of the sales process at X Education by accurately scoring leads. This will enable the sales team to prioritize high-potential leads, ultimately improving the conversion rate.

**Contact:**

For any queries,

Please contact Shuanshu at [shuanshutiwari09012001@gmail.com](mailto:shuanshutiwari09012001@gmail.com) and

Shruthi at [shruthisony74@gmail.com](mailto:shruthisony74@gmail.com)