

# SUMMARY

- This case study investigates the application of logistic regression-based lead scoring to enhance overall efficiency and optimize sales procedures. The organization had trouble efficiently allocating resources and prioritizing leads, so they decided to take a data-driven strategy.
- The goals of the investigation, which include limiting resource waste on improbable prospects and uncovering high-potential leads, are outlined at the outset of the study. Because logistic regression is a sophisticated statistical technique that works well with binary classification problems, it was selected as the predictive modelling method.
- The research was conducted using a variety of variables from the data, including engagement metrics, historical interactions, and demographic data. By using previous data to train it, the logistic regression model was able to identify trends linked to successful conversions.
- The identification of leads with a higher potential of conversion was significantly improved, according to the results of the lead score implementation. The model's efficacy in differentiating between potentially and less promising leads was proved by its accuracy, precision, and recall measures.
- This implementation enhanced sales efficiency and revenue by allowing the sales team to focus their efforts on prospects that were expected to convert more likely. The logistic regression model's scalability and adaptability for lead scoring in various industries and circumstances are highlighted in the case study's conclusion. All things considered, the effective use of logistic regression for lead scoring demonstrates how data-driven decision-making may improve company results.