

Lead Scoring Case Study

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Problem Statement

- X Education company sells online courses to industry professionals.
- The company markets its courses on several websites and search engines like Google.
- The company gets its leads through people filling up a form or through past referrals .
- X education has appointed you to help them select the leads that are most likely to convert into paying customers.

Business Objectives

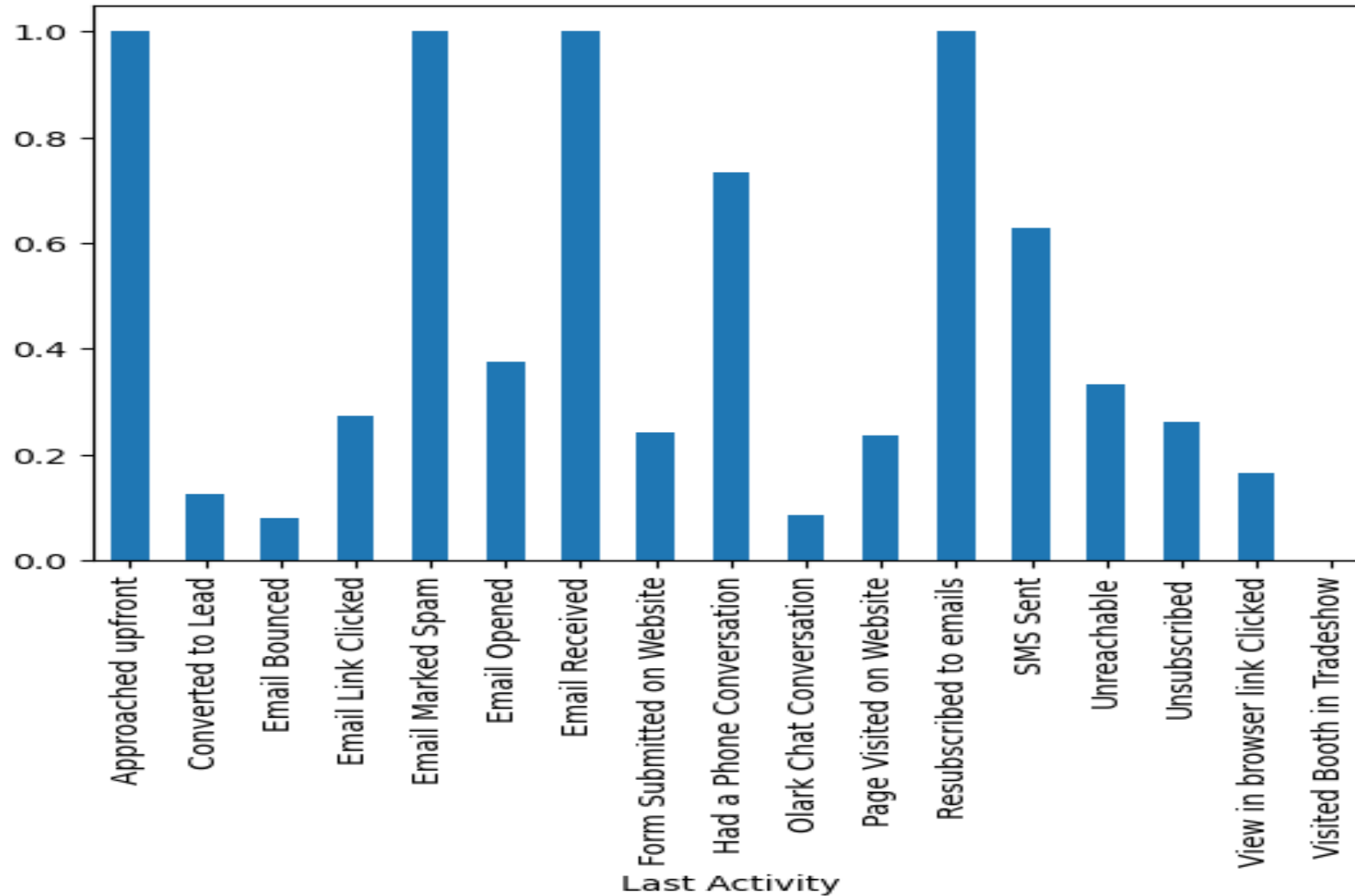
- Company wishes to identify the most potential leads known as Hot Leads.
- Sales team will be focusing more on communicating with the potential leads rather than making calls to everyone.
- The company requires you to build a model wherein you need to assign a lead score to each of the leads.

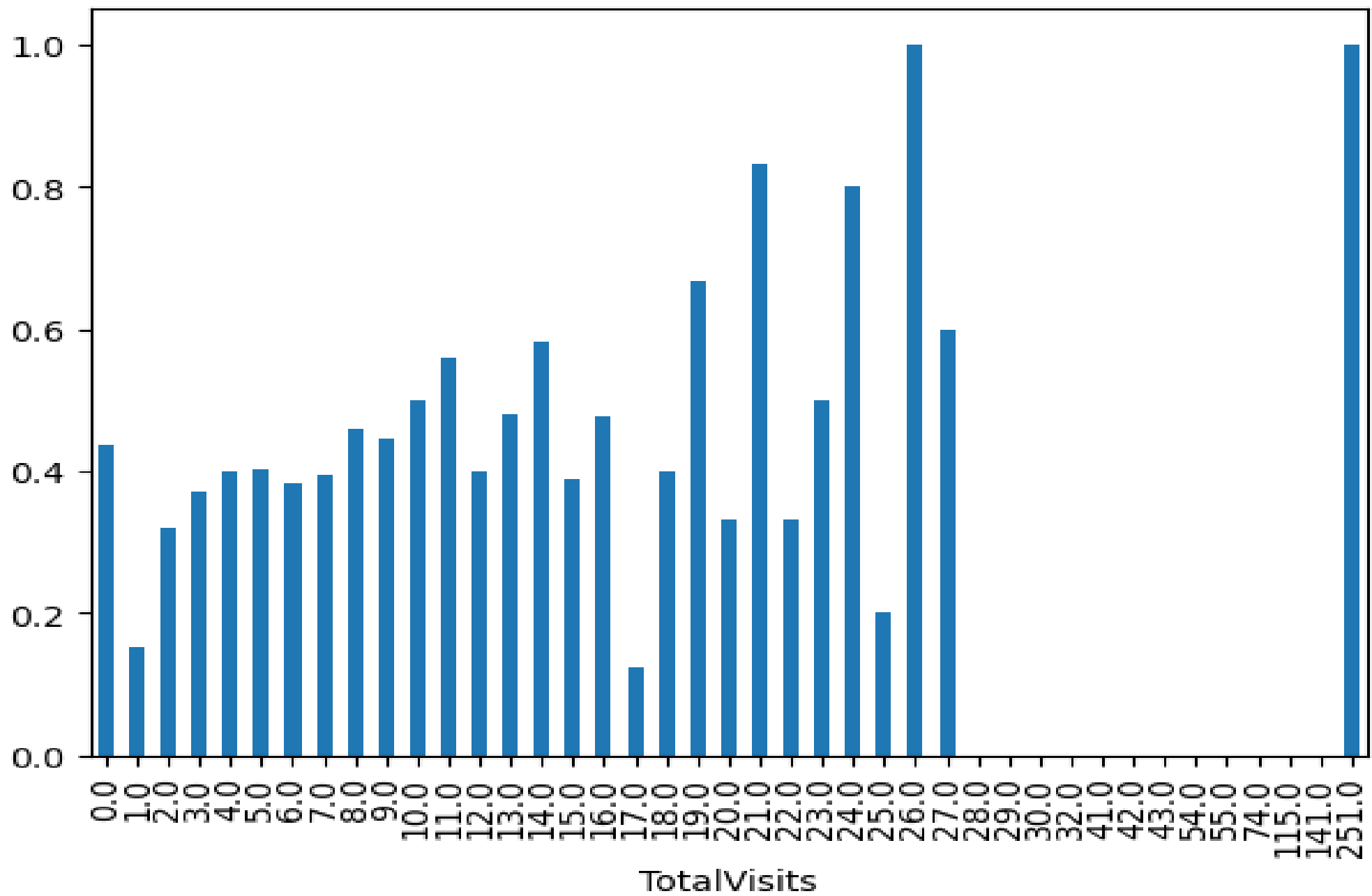
Analysis Approach

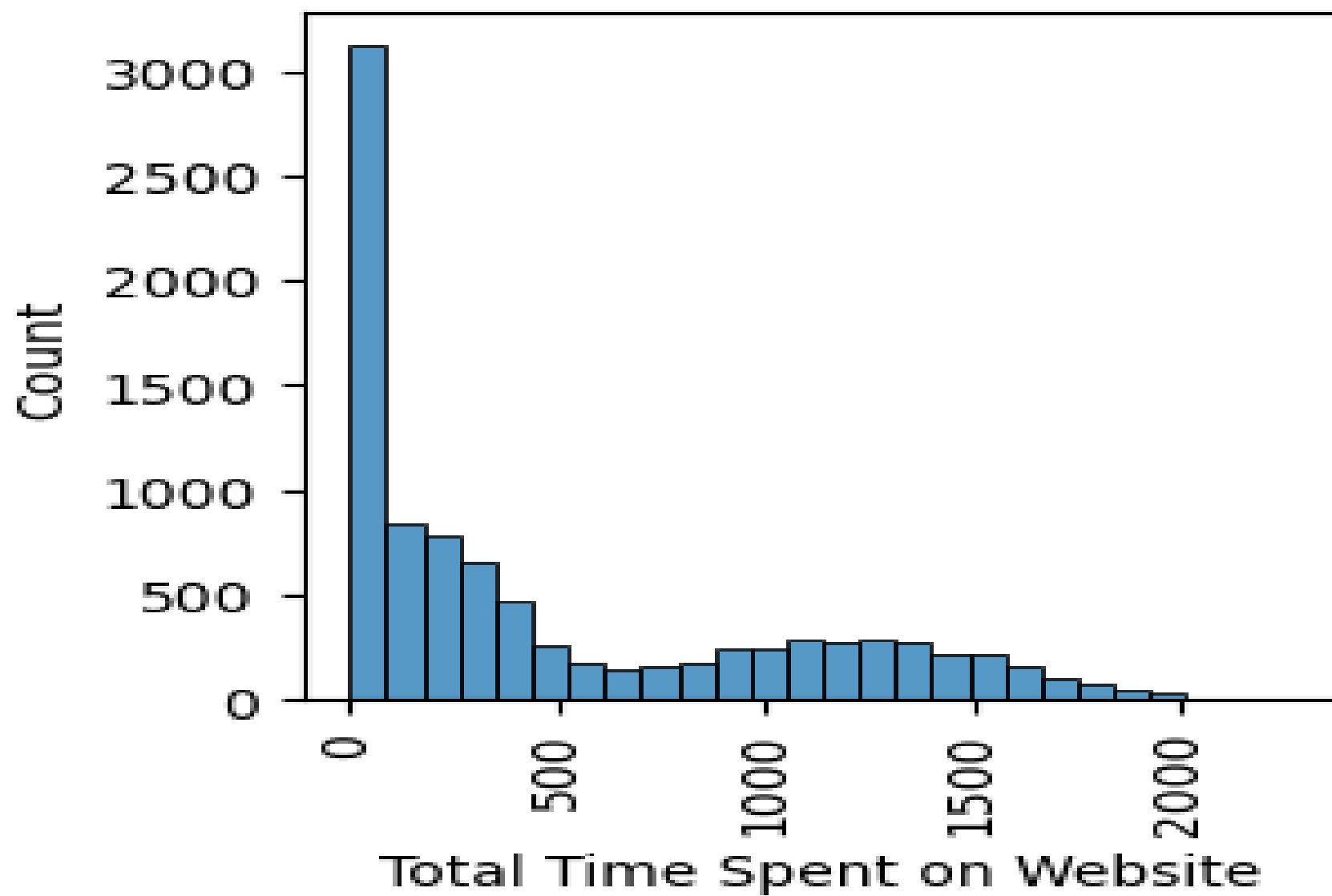
- Data importing ,Data cleaning and preparation by performing EDA that is Exploratory Data Analysis
- Model building , Evaluation, predictions on the test set

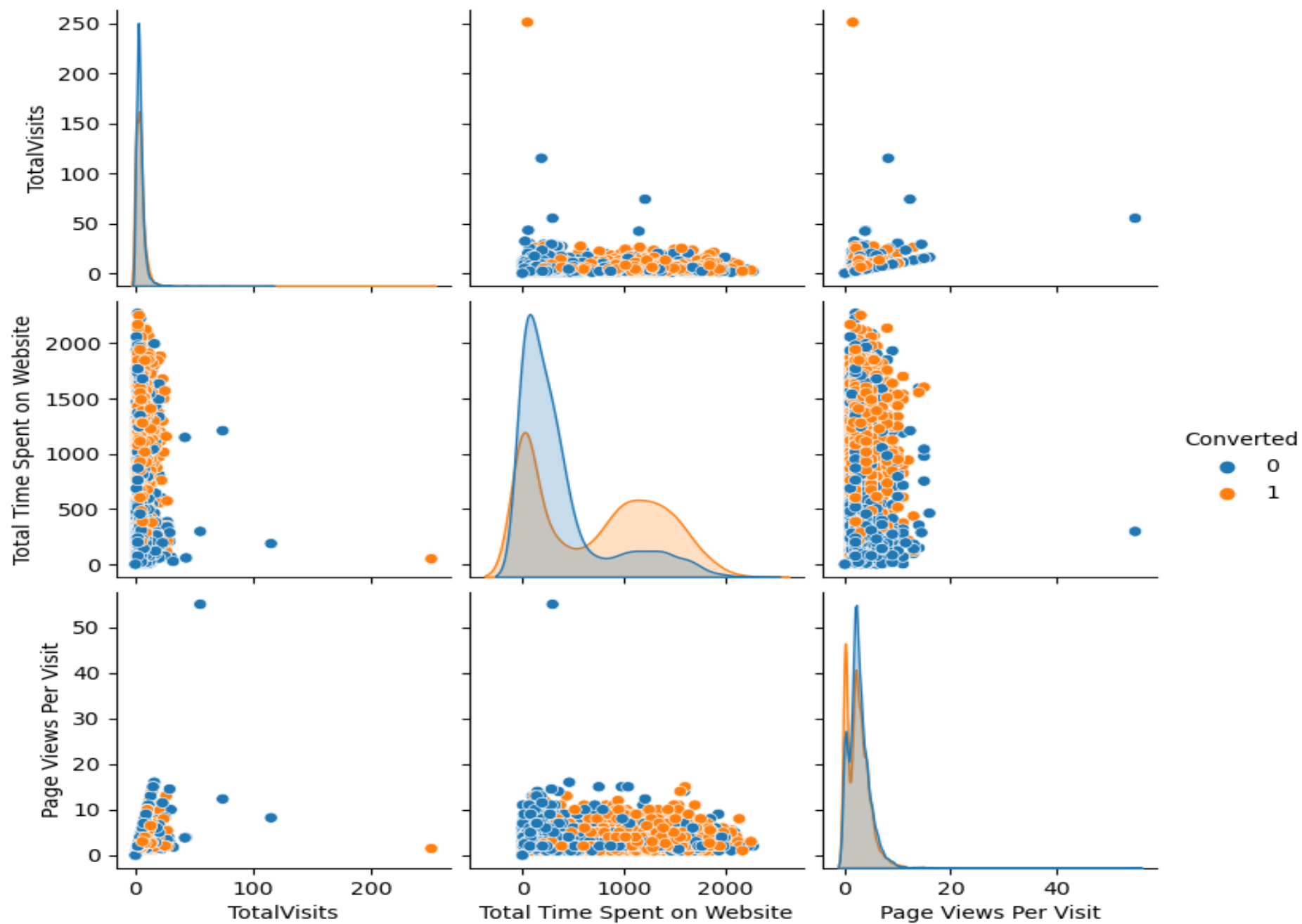
1- means converted leads
0-not converted leads

EDA analysis

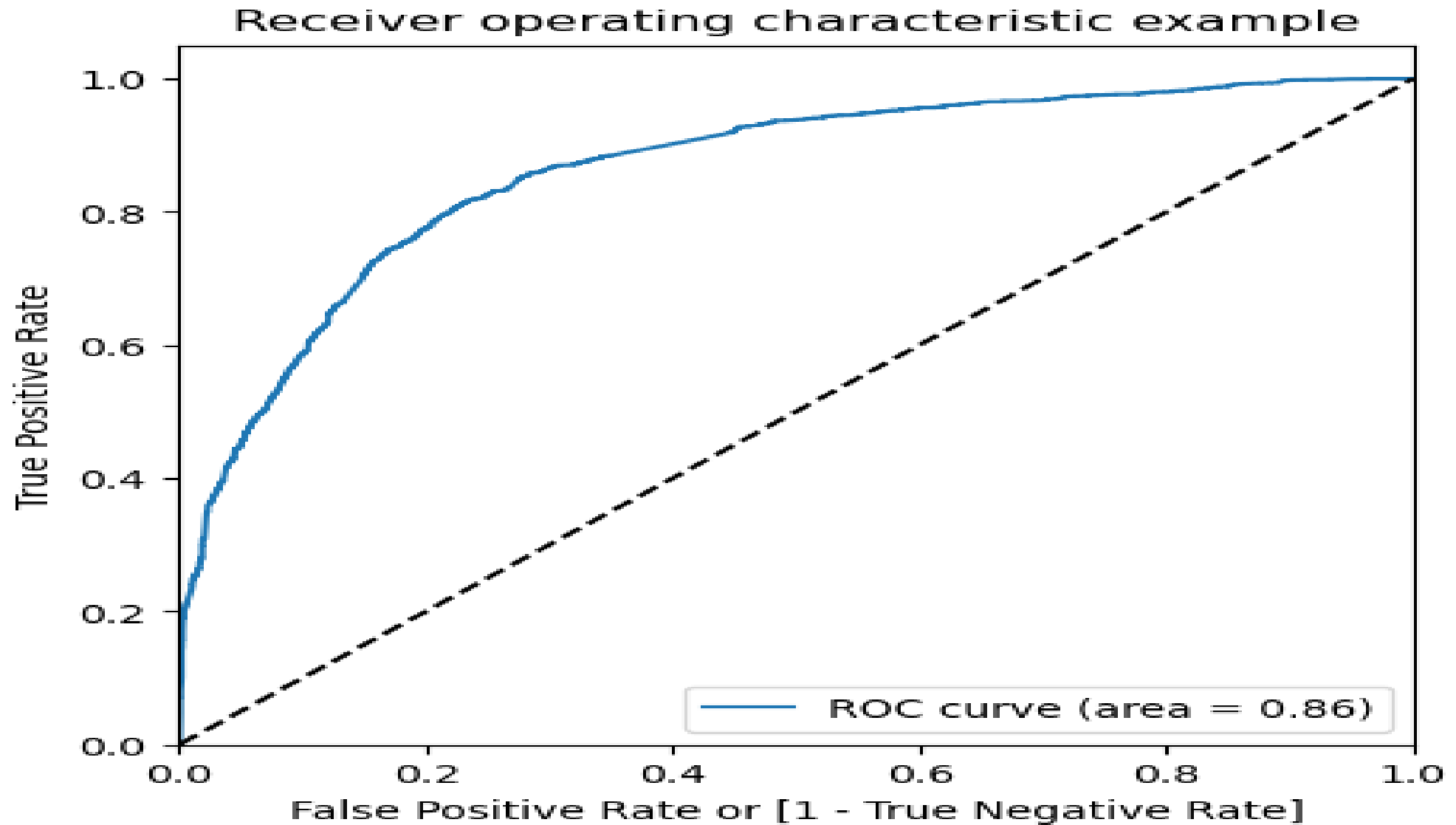




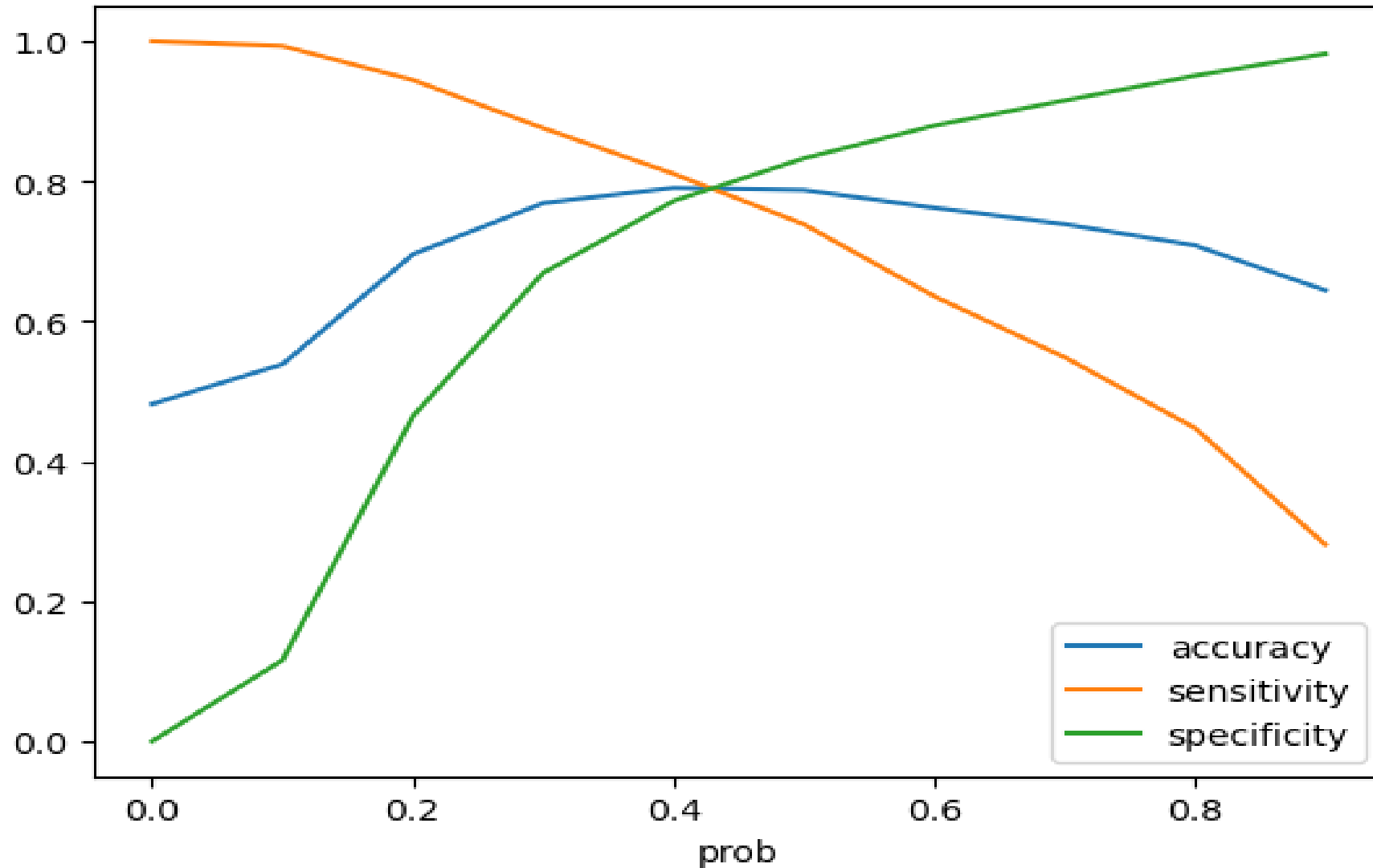




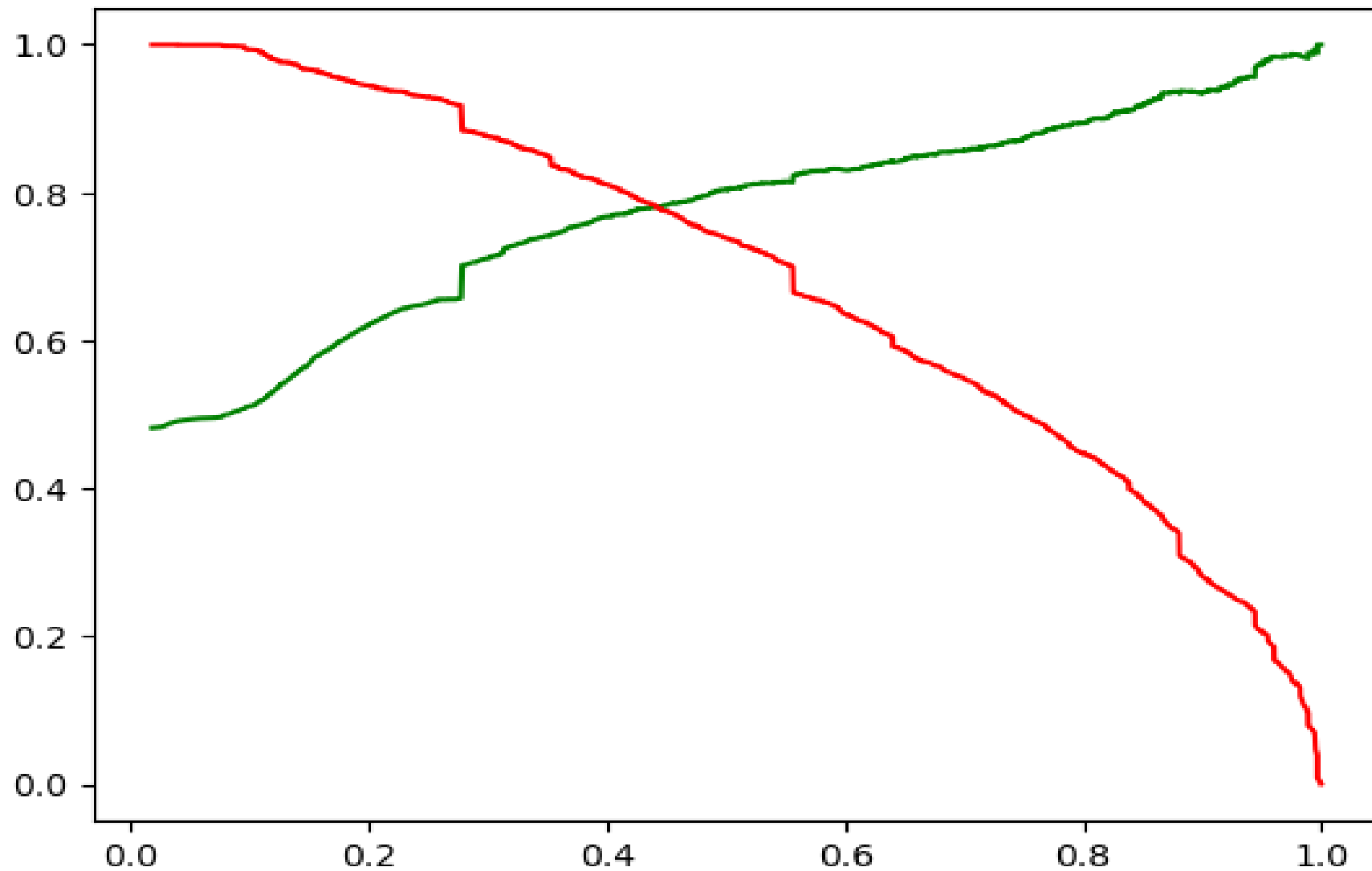
Model Building



Optimal cutoff



Thresholds



THANK YOU