

# Lead Scoring Model

# Problem Statement

- X Education wants to improve its lead conversion rate.
- Goal: Identify potential leads (Hot Leads) and assign a lead score.
- Solution: Build a Logistic Regression Model to predict lead conversion probability.

# Model Performance

- **Accuracy:** 96.40%
- **Precision:** 96.21%
- **Recall:** 97.13%
- **F1 Score:** 96.67%
- **ROC-AUC Score:** 98.71%

# **Top Contributing Variables**

- 1.Total Time Spent on Website**
- 2.Lead Origin: API**
- 3.Last Activity: Email Opened**

# **Key Categorical Variables**

- 1.Tags - Will revert after reading the email**
- 2.Tags - Closed by Horizon**
- 3.Tags - Lost to EINS**

# Conclusion

- The model effectively identifies hot leads with high accuracy.
- Businesses can **improve efficiency** by targeting high-score leads.
- Different strategies can be applied based on business needs.