

Summary: Lead Score Case Study Assignment

Lead Scoring case study has used Logistic Regression Model to cater to the constraints as per the business requirements.

In the initial stage, there are multiple leads, but only a few of them get converted into customers who are willing to pay.

In this case study, the lead score calculated in the test data set indicates 91% conversion rate where as on the final predictive model, we can see the models exceeds the CEO's ballpark target of lead conversion rate to be 89%.

High Sensitivity value of our model helps to select the promising leads and prevents us from spending resources on the leads which seems to be non-convertible.

The top three features variable that impact towards the conversion of leads are:

- TotalVisits
- Tags_Lost to EINS
- Lead Origin_Lead Add Form