Problem Statement: ABC Bank wants to expand their outreach to B2B customers and grow their B2B business. Currently, the sales team does not engage with many of the leads qualified by marketing. The reasons for this could be that:

1. marketing is not scoring leads well (scoring is arbitrary based on various nurturing activities)
2. marketing is pushing leads over too early/late (marketing qualified leads are automatically pushed over to sales when they reach a lead score of 15)
3. sales is overwhelmed with the huge amount leads marketing sends over

#3 can be addressed by identifying high quality leads in the leads pushed to sales by marketing. This will help the sales team prioritize and feel less overwhelmed. High quality leads can be defined as leads that have been engaged by the sales team. This means leads that have a lead status of contacting, qualified or closed. Leads left open are defined as low quality leads.

Objectives:

* **Build an ML model that predicts if a prospect will be a high quality or low quality lead using the datasets provided.**
* **Describe your approach, model stats (accuracy etc.), any challenges you faced and caveats, if any, of the model.**
* **Describe your approach for improving this model in future iterations**
* **List additional data points you wish you had to build a better version of this model. Time permitting, feel free to mockup additional data points that would strengthen your model.**
* **Describe your thought process on how you would use machine learning to solve problem #1 and #2. List any additional data sources you would utilize.**
* **Describe your ideas on the best way for the business users to consume the insights from your models. How would you deploy your models and how would the sales/marketing teams access your insights on a regular basis?**
* **Present all the above objectives in a PowerPoint presentation.**