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REVIEWER'S REPORT

Manuscript No.: **51652** Date: 17-05-2025

Title: Automated Customer Segmentation AI-Powered Lead Scoring for Edtech.

Recommendation:
Accept as it is ……**YES** ……
Accept after minor revision…… ……
Accept after major revision ……
Do not accept (*Reasons below*) **……**

Rating	Excel.	Good	Fair	Poor
Originality				**YES**
Techn. Quality			**YES**	
Clarity			**YES**	
Significance			**YES**	

Reviewer Name: Gulnawaz Gani

Reviewer's Comment for Publication.

This paper contributes to the EdTech domain by demonstrating how machine learning can automate and enhance lead scoring, thereby optimizing marketing and sales strategies.

Detailed Reviewer's Report

- This study investigates machine learning for lead scoring in EdTech, aiming to enhance lead conversion rates.
- It effectively applies and compares algorithms like logistic regression and random forest to predict conversion likelihood.
- The paper clearly outlines the methodology, including data preparation and model evaluation, with a focus on overcoming data challenges.
- The results demonstrate that machine learning can indeed improve lead scoring, but the novelty in the choice of algorithms is limited.
- The paper provides actionable insights for EdTech companies, but could explore more advanced machine learning techniques.
- Overall the paper is of acceptable level for the journal and can serve its readers.

Decision: Accept