

## REVIEWER'S REPORT

Manuscript No.: IJAR-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		√		
Techn. Quality		√		
Clarity			√	
Significance		√		

**Reviewer's Name:** Mr Mir Bilal

**Reviewer's Decision about Paper:** **Recommended for Publication.**

**Comments** (*Use additional pages, if required*)

### Reviewer's Comment / Report

#### General Assessment:

This study offers a well-articulated and data-driven exploration of leveraging machine learning for lead scoring within the EdTech domain. It presents a practical application of supervised learning techniques to optimize customer targeting strategies and enhance conversion rates. The topic is both timely and relevant, given the increasing reliance on digital engagement and the demand for intelligent marketing automation in the education technology sector.

#### Abstract Evaluation:

The abstract effectively summarizes the study's scope, methodology, dataset size, and key findings. It outlines the problem as a binary classification task and identifies the algorithms employed, such as logistic regression, decision trees, and random forests. The mention of evaluation metrics (accuracy, precision, recall, ROC-AUC) and the comparative strengths of different models adds depth and clarity. The focus on interpretability and actionable business insights provides a strong value proposition for both academic and industry audiences.

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### Keywords:

The chosen keywords—*Lead Scoring, Machine Learning, Customer Identification, EdTech, Predictive Analytics*—are appropriate and align well with the study's thematic focus. They enhance discoverability and reflect the interdisciplinary nature of the work.

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### Introduction:

The introduction sets the context by emphasizing the importance of efficient lead scoring in the current digital marketplace, particularly for B2C sectors like EdTech. It introduces the limitations of traditional manual scoring methods and motivates the adoption of machine learning for scalability and accuracy. The reference to an ambitious conversion goal (from 30–40% to 80%) demonstrates the practical impact the study aims to achieve. The integration of visual analytics further highlights the commitment to not just predictive modeling but also decision support.

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### Background:

This section provides a strong theoretical foundation, linking contemporary CRM and relationship marketing practices with data analytics. It demonstrates awareness of the evolution from intuition-based methods to algorithmic prediction and situates the research within broader industry trends. References to data proliferation, customer engagement tracking, and the transition to automated systems are contextualized well. The acknowledgement of gaps in the literature regarding B2C automation adds relevance and a research rationale.

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### Methodology (Implied):

Although not fully detailed in the provided content, the methodological approach is clearly structured around supervised learning. The use of historical data, defined activity windows based on purchase timestamps, and a suite of classification models demonstrate methodological rigor. The reference to both model performance metrics and feature importance analysis (via random forest) indicates a comprehensive evaluation framework.

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### Results (Implied):

The findings are presented with a balance between technical precision and practical relevance. Logistic regression is highlighted for accuracy and interpretability, while random forest is noted for offering insights through feature analysis. The application of visual analytics to support decision-making underscores the study's operational significance.

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### Research Contribution:

The study contributes meaningfully to the field of applied machine learning in business, particularly within the EdTech sector. It bridges a gap between theoretical modeling and real-world application,

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offering a replicable framework for automated lead scoring. The combination of statistical evaluation, business utility, and data visualization strengthens its interdisciplinary value.

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### Conclusion (Implied):

While not explicitly stated in the excerpt, the conclusions suggest that machine learning models can significantly improve marketing efficiency and conversion accuracy. The emphasis on both performance metrics and business insights reflects a holistic approach to solution design and deployment.

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### Final Remarks:

This work represents a strong contribution to the ongoing integration of AI in digital marketing strategies. Its balance of technical depth, practical application, and strategic orientation ensures its relevance to both data science and business audiences. The study reflects a well-executed blend of analytics, machine learning, and domain expertise tailored to the challenges and opportunities in the EdTech sector.