<u>Summary</u>

1. Lead scoring case study – This study has employed logistic regression model to classify converted leads as per business requirements and find probability of conversion.

2. Many leads have current occupation as Unemployed, which means to give increased importance to unemployed leads.

3. Landing page Submission in Lead origin has highest count of converted as well as not converted cases

4. Lead Source - Google and Direct traffic have highest converted cases

5. Lead have mostly voted for not to email

6. Total visits- as the number of visits to website increase the chances of conversion decrease. First timers convert faster

7. Last Activity- SMS sent and email opened means the conversion chances will increase.

8. Specialization- Management Specializations have high conversion ratio

9. Current occupation- percentage conversion of working professional is higher, however maximum leads who convert are unemployed.

10. Leads who revert back after reading an email will definitely convert

11. Most numbers of leads are from INDIA and maximum conversions come from city Mumbai

12. Customer wants a free copy of 'Mastering the Interview' or not - The leads who opt no have high conversion

13. Last activity- SMS and email as communication Source have high conversion ratio.

14. The high number of total visits & Total time spent on platform may increasing the chances of lead to be converted.

15. The leads are joined course for Better Career Prospects, most of having Specialization from Finance Management. Leads from HR, Finance & marketing management specializations are high probability to convert.

16. Talking to last notable Activity, making improvement in customer engagement through email & calls will help to convert leads. As the leads which are opening email have high probability to convert, same as Sending SMS will also benefit.