Summary

1. Leads Scoring case study is to meet business requirements by using Logistic Regression model.

2. There are a lot of variables in the datasets however only few are useful to build model.

3. According to Problem Statement, it is needed to handle 'Select' level in many of the categorical variables because it is as good as a 'null' value. So, those values are needed to convert 'null' values.

4. A few columns have high number of missing values. It can be dropped because columns are not useful and also over 40% of missing values.

5. Total Time Spend on Website, Total Visits, Lead Reference, etc will be helped to increase to convent.

6. Sending SMS and emails can also be helpful to convert.

7. Share more information about the course how to help them to apply their career

8. Unemployed leads may have limited budget to spend on the course.

9. For Better Career Prospects, most Specialization from Finance Management are highest probability to convert. After that Human Resource Management and Marketing Management.