

SUMMARY

1. This case study explores lead scoring using a logistic regression model to align with specific business requirements. The analysis reveals that while there is a substantial volume of leads in the initial stage, only a fraction of them ultimately convert into paying customers. Notably, a significant proportion of leads originates from India, with Mumbai being the city with the highest lead count.
2. Further investigation into the dataset uncovers a pattern where certain columns contain a 'Select' level, indicating that the respondent did not make a specific selection. To extract more meaningful insights, it becomes imperative to enforce mandatory selections in key columns such as Customer Occupation and Specialization.
3. Among the factors influencing conversion rates, the study identifies a correlation between higher total visits and total time spent on the platform, suggesting that increased engagement may enhance the likelihood of lead conversion. Notably, leads enrolling in courses for Better Career Prospects, particularly those specializing in Finance Management, exhibit a higher probability of conversion. Specializations in HR, Finance, and Marketing Management also demonstrate a notable likelihood of conversion.
4. Examining the last notable activity of leads, the study recommends improvements in customer engagement through email and calls, emphasizing that leads opening emails have a significantly higher probability of conversion. Similarly, incorporating SMS communication is identified as a potential strategy to further enhance conversion rates.
5. A crucial insight emerges regarding the majority of leads being currently unemployed. This highlights the importance of focusing efforts on unemployed leads, suggesting a strategic approach to engage and convert this particular segment effectively.