

SUMMARY

1. A logistic regression model was employed to conduct a lead scoring case study, aligning with business requirements.
2. While a substantial number of leads initiate the process, only a fraction of them translate into paying customers. The majority of leads originate from India, with the highest concentration in Mumbai.
3. Certain columns contain a 'Select' level, indicating non-selection by the student. Making selections mandatory, such as for Customer Occupation and Specialization, is essential for extracting meaningful data.
4. Leads with higher total visits and prolonged platform engagement exhibit an increased likelihood of conversion.
5. Leads enrolling for enhanced career prospects typically specialize in Finance Management. Notably, leads from HR, Finance, and Marketing Management specializations display a higher probability of conversion.
6. Enhancing customer engagement through emails and calls can boost lead conversion, particularly for those engaging with emails. Utilizing SMS communications can also yield positive outcomes.
7. Given that a significant portion of leads are currently unemployed, targeting this demographic could yield advantageous results.