

Summary Report of the Assignment

The lead scoring case study was conducted using a logistic regression model to align with business requirements and constraints. It aimed to identify the key factors influencing the conversion of leads into paying customers. A significant finding was that while a large number of leads are initially generated, only a small percentage are converted into customers. The highest volume of leads comes from India, with Mumbai being the top city contributing to the leads.

Several data quality issues were identified, particularly with columns where the "Select" option was present. This indicates that the student did not make a selection for certain fields, which can affect the quality of analysis. To address this, a compulsory selection mechanism for fields like customer occupation and specialization would yield more reliable data.

Key insights from the analysis suggest that leads who have high engagement—reflected in metrics such as total visits to the platform and the time spent there—are more likely to convert into customers. Additionally, the most successful leads tend to join courses for better career prospects, with a concentration in Finance Management. Leads specializing in HR, Finance, and Marketing Management show a higher probability of conversion, suggesting that these fields attract more serious prospects.

The analysis also highlighted the importance of customer engagement through various channels. Leads who open emails or are contacted via calls exhibit a higher likelihood of conversion. This emphasizes the value of personalized outreach, such as emails and SMS, in nurturing leads and improving conversion rates.

Lastly, the analysis revealed that a large proportion of leads are currently unemployed, indicating that focusing on this demographic may yield higher conversion success. These findings underscore the importance of understanding lead behavior, customer occupation, and engagement to optimize conversion strategies.