

SUMMARY

1. The case study on lead scoring has been done using Logistic Regression as a machine learning algorithm to meet business requirements
2. The goal was to filter out the initial leads to get only those which have high chances of conversion
3. There were many columns with 'Select' as a level which indicated that the person had not opted to give that information. So we had to remove some of those columns having a high percentage of 'Select' as a level
4. Total visits and Total time spent on the Website being high seem to have a positive effect on the leads getting converted
5. Most of the leads in the current occupation is Unemployed, so it means that unemployed people can be targeted more
6. 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
7. People having a Finance management specialization are also getting converted more
8. Lead sources like Google and Welingak Website seem to attract more people as they are getting converted more often