Lead Scoring Case Study Summary

1. **Objective**: A lead scoring case study was conducted using a logistic regression model to align with the business requirements and provide predictive insights into lead conversion.

2. **Lead Volume**: While there is a large volume of leads in the initial stages, only a small percentage are successfully converted into paying customers. The majority of leads originate from India, with Mumbai contributing the highest number of leads among cities.

3. **Data Gaps**: Several columns contain a "Select" option, indicating that the lead did not choose any specific value for that category. This occurs in fields such as **Customer Occupation** and **Specialization**. To enhance data quality and derive meaningful insights, it's recommended to enforce mandatory selections for these fields in the future.

4. **Platform Engagement**: Leads that have higher **total visits** and **time spent on the platform** tend to have a greater likelihood of conversion. This suggests that user engagement with the platform plays a critical role in lead conversion.

5. **Motivation for Joining**: Most leads express an interest in the course for **Better Career Prospects**, with a significant number of leads coming from specializations in **Finance Management**. Leads specializing in **HR**, **Finance**, and **Marketing Management** show a higher probability of converting.

6. **Customer Engagement**: Enhancing customer engagement, especially through **emails** and **calls**, can significantly improve lead conversion rates. Leads that frequently open emails demonstrate a higher conversion likelihood, and sending SMS reminders is also found to be beneficial in converting leads.

7. **Lead Occupation**: A notable portion of leads identify as **Unemployed**, indicating that a targeted focus on unemployed leads could yield better conversion results.