SUMMARY REPORT

1. Lead scoring case study has been completed using logistic regression model to meet the constraints as per business requirements.

2. From data, the greatest number of leads are from India, Mumbai.

3. Performed EDA by encoding categorical variables, adjusting missing values. Replaced 'Select' values as null/NaN and dropped columns which were having more than 40% null values.

4. To improve the lead conversion rate, we need to focus on increasing the conversion rate of 'API' and Landing Page Submission then also increasing the number of leads from 'Lead Add Form'.

5. To improve the lead conversion rate, we should focus on increasing the conversion rate of 'Google', 'Olark Chat', 'Organic Search', 'Direct Traffic' and increasing the number of leads from 'Reference' and 'Welingnak Website'.

6. Website pages can be made more dynamic and higher user experience to capture the time of the users on Websites for longer.

7. We should concentrate on increasing the conversion rate of those having last activity as Email Opened by making a call to those leads and try to increase the count of the ones having last activity as SMS sent.

8. To improvise the conversion rate, we should increase the Working Professional leads. Newer strategies to be thought to reach out to Working Professionals.

9. There is no need to focus on unemployed leads. They might not have a budget to spend on the course.

10. Also there is no need to focus on students, since they are already studying and would not be willing to enroll into a course specially designed for working professionals, so early in the tenure.