

## **SUMMARY**

1. A logistic regression model was utilized for the lead scoring case study to align with business objectives.
2. While numerous leads are generated initially, only a small percentage convert to paying customers. The majority of leads originate from India, with Mumbai contributing the highest number.
3. Certain fields display a 'Select' option, signifying that students did not make a selection. Enforcing mandatory choices for fields such as specialization and customer occupation could yield more valuable insights.
4. Increased total visits and longer time spent on the platform may positively influence lead conversions.
5. Career advancement is a key motivator for most leads, with many specializing in Finance Management. Additionally, leads from HR, Finance, and Marketing specializations show a higher likelihood of conversion.
6. Enhancing engagement through email and call interactions could improve conversion rates, as leads who engage with emails and SMS exhibit stronger conversion potential.
7. A significant proportion of leads are unemployed, suggesting that targeting this segment may boost conversions.