

Summary

Lead Scoring Case Study:

A logistic regression model was employed in a lead scoring case study to adhere to specific business constraints. This approach was chosen to effectively meet the unique requirements of the business.

Lead Conversion Rates:

The data indicates a high influx of leads at the initial stage, but only a small fraction converts into paying customers. Notably, the bulk of these leads are from India, with Mumbai being the city contributing the highest number of leads.

Data Categorization Issue:

In the dataset, several columns feature a 'Select' option, indicating that respondents did not choose an option for that field. This is particularly evident in key areas like Customer Occupation and Specialization. To extract valuable information, it's crucial to mandate choices in these columns.

Influence of Engagement on Conversion:

There's a discernible trend showing that leads who visit more often and spend more time on the platform have a higher chance of conversion. This suggests that increased engagement is a positive indicator of lead conversion potential.

Lead Motivations and Specializations:

The majority of leads enroll in the course with the aim of enhancing their career prospects, with many specializing in Finance Management. Those specializing in HR, Finance, and Marketing Management are observed to have a higher likelihood of conversion.

Improving Customer Engagement:

According to the analysis of last notable activities, improving engagement through emails and calls can positively impact lead conversion. Leads who regularly open emails or receive SMS messages are more inclined to convert, highlighting the effectiveness of these communication methods.

Focus on Unemployed Leads:

A significant proportion of leads are unemployed. This insight suggests that targeting unemployed individuals could be a more effective strategy in converting leads, as this group represents a substantial segment of the potential customer base.