Lead Scoring Case Study Summary

1. Lead Scoring Case Study Using Logistic Regression Model

• In the lead scoring case study, a logistic regression model was employed to align with the specific business requirements. This model was chosen to effectively evaluate and predict the likelihood of leads getting converted into paying customers.

2. Concentration of Leads from India, with Mumbai Leading in Volume

• The dataset revealed a significant concentration of leads originating from India. Among the cities, Mumbai emerged as the city with the highest number of leads. Understanding the geographical distribution of leads is vital for tailoring marketing and engagement strategies effectively.

3. Handling 'Select' Entries

• Some columns within the dataset contained entries labeled as 'Select,' indicating that leads had not made selections in those particular fields. To extract more valuable insights, it was imperative to mandate selections in such columns. This was especially relevant for variables such as customer occupation, specialization, and others. For analysis of the same we have for now replaced "Select" value with others.

4. Impact of Total Visits and Time Spent on Conversion Probability

• Notably, the data showcased a trend where leads with a high number of total visits and extended time spent on the platform exhibited a higher probability of conversion. This suggests that engaging leads with more visits and extended durations could potentially increase conversion rates.

5. Specializations and Conversion

• The analysis revealed that leads enrolling for courses related to 'Better Career Prospects' were more likely to convert. Furthermore, a significant number of leads had specializations in Finance Management. Specializations in HR, Finance, and Marketing Management were observed to have a higher probability of conversion. Understanding the correlation between course choice and conversion potential is pivotal.

6. Customer Engagement and Conversion

• Analyzing the last notable activities of leads underscored the importance of customer engagement. An increase in customer engagement through email and calls was associated with improved conversion rates. Notably, leads who actively engaged with email communications demonstrated a higher likelihood of conversion. Additionally, the analysis suggested that sending SMS messages could also be beneficial in improving conversion rates.

7. Focus on Unemployed Leads

• A significant portion of the leads in the dataset indicated 'Unemployed' as their current occupation. This presents an opportunity for a targeted approach towards unemployed leads. Understanding the specific needs and motivations of this segment can be a strategic approach to boost conversion rates.

These insights provide a comprehensive view of the lead conversion dynamics and suggest specific strategies and areas of focus to enhance the conversion of leads into paying customers. It's essential to implement these findings and continuously monitor their impact on lead conversion rates.