Summary

1. Lead scoring case study has been done using logistic regression model to meet the constraints as per business requirements.
2. The high number of lead source welingak website and lead source reference spent on platform may increase the chance of converted.
3. The most number of leads are from INDIA and terms of city is high is Mumbai.
4. The leads are joined course for Better Career, most of having Specialization from Finance Management.
5. There are a few columns in which there is a level called "Select" which basically means that the student had not selected the option for that particular column which is why it shows 'Select'.
6. To get some useful data we have to make compulsory selection. Likewise,customer occupation etc.
7. Most of leads current occupation is Unemployed, which means gave more focus on employed leads.
8. Talking to last notable Activity ,making improvement in customer engagement through email and calls will not help to convert leads.