

LEAD SCORE CASE STUDY SUMMARY REPORT

1. The lead scoring process was carried out using a logistic regression model, which was tailored to meet the specific business requirements and constraints. While there is a large number of leads in the early stages, only a small percentage successfully converts to paying customers. The majority of leads are from India, with Mumbai being the leading city.
2. Certain columns in the dataset feature an option labeled 'Select,' indicating that the student has not made a choice for a particular field. To extract more valuable insights, it is crucial to make selections mandatory for fields such as Customer Occupation and Specialization.
3. The likelihood of lead conversion increases with the total number of visits and the amount of time spent on the platform. Additionally, many leads are attracted to courses aimed at enhancing their career prospects, with a high proportion specializing in Finance Management. Leads with specializations in HR, Finance, and Marketing Management tend to have a higher conversion rate.
4. Focusing on the last notable activity of leads and improving customer engagement through follow-up emails and phone calls is essential. Leads that engage with emails show a higher likelihood of conversion, and similarly, sending SMS messages helps boost conversion rates. Lastly, since a significant portion of leads are currently unemployed, it is important to place extra focus on this demographic to improve engagement and conversion potential.

- By Jalpa Chauhan