

Summary

1. The lead scoring case study was conducted using a logistic regression model to align with the business requirements and constraints.
2. There are many leads in the initial stage, but only a few are converted into paying customers. The highest number of leads are from India, particularly from Mumbai.
3. Some columns contain a "Select" option, indicating that the student did not choose an option for that field. To obtain more meaningful data, these selections should be made mandatory. This applies to fields like Customer occupation and Specialization.
4. A higher number of total visits and time spent on the platform may increase the likelihood of a lead converting to a customer.
5. Most leads are enrolling in courses for better career prospects, with many specializing in Finance Management. Leads from specializations in HR, Finance, and Marketing Management have a higher probability of conversion.
6. Customer engagement can be improved by interacting with leads through emails and calls. Leads who open emails show a higher probability of converting. Similarly, sending SMS can also help boost conversion rates.
7. A significant number of leads are currently unemployed, suggesting that more attention should be given to unemployed.