Summary

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| Lead scoring case study has been done using logistic regression model to meet the constraints as per | | | | | | |
| business requirements | | |  | | | |
| There are a lot of leads in the initial stage but only a few of them are converted into paying customers. | | | | | | |
| The most numbers of leads are from INDIA and in terms of city highest number are from Mumbai. | | | | | |  |
| 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'. To get some useful | | | | | | |
| data we have to make compulsory selection. Likewise, Customer occupation, Specialization, etc. | | | | |  | |
| The high number of total visits & Total time spent on platform may increasing the chances of lead to be | | | | | | |
| converted | | . | | | | |
| The leads are joined course for Better Career Prospects, most of having Specialization from Finance | | | | | | |
| Management. Leads from HR, Finance & marketing management specializations are high probability to | | | | | | |
| convert | . | | | | | |
| Talking to last notable Activity, making improvement in customer engagement through email & calls | | | | | | |
| will help to convert leads. As the leads which are opening email have high probability to convert, Same | | | | | | |
| as Sending SMS will also benefit. | | | |  | | |
| Most of leads current occupation is Unemployed, which means gave more focus on unemployed leads. | | | | | | |