SUMMARY

1. The lead scoring case study utilized a logistic regression model to align with business requirements.

2. Initially, there are many leads, but only a small fraction convert into paying customers. The majority of leads are from India, with Mumbai having the highest number.

3. Some columns have a 'Select' level, indicating no selection. To obtain useful data, we should enforce compulsory selections for fields such as Customer Occupation and Specialization.

4. Higher total visits and more time spent on the platform increase the likelihood of lead conversion.

5. Leads are primarily attracted by better career prospects, with a significant number specializing in Finance Management. Leads with specializations in HR, Finance, and Marketing Management have a higher probability of conversion.

6. Enhancing customer engagement through emails and calls can improve conversions. Leads who open emails have a higher conversion probability, and sending SMS also contributes positively.

7. A significant portion of leads is currently unemployed, suggesting a need to focus more on this group.