

Summary

1. **Lead Scoring Model:** A logistic regression model was used to predict which leads are most likely to convert into paying customers, based on specific business criteria.
2. **Lead Volume and Origin:** While there's a large number of initial leads, a small portion converts. Most leads originate from India, with Mumbai being the top city.
3. **Data Quality and Completeness:** Some columns have a "Select" option, indicating missing information. To improve data quality, mandatory selections are necessary for fields like customer occupation, specialization, etc.
4. **Engagement Metrics:** Higher numbers of platform visits and longer time spent on the platform may increase the likelihood of lead conversion.
5. **Lead Intent and Specialization:** Most leads join courses to enhance career prospects, particularly in Finance Management. Leads from HR, Finance, and Marketing Management specializations show higher conversion potential.
6. **Improving Lead Engagement:** Focusing on recent activities, enhancing email and call engagement, and sending SMS notifications can boost conversion rates. Leads who open emails have a higher chance of converting.
7. **Target Audience:** A significant portion of leads are currently unemployed, suggesting a focus on this demographic for effective conversion strategies.