Summary

1. A case study on lead scoring was conducted using a logistic regression model to align with business requirements and constraints.

2. While many leads are generated at the initial stage, only a small fraction ultimately convert into paying customers. The majority of leads are from India, with the highest concentration coming from Mumbai.

3. Some columns have an option labelled 'Select', indicating that the student did not make a choice for that particular field. To extract valuable insights, these fields should require a mandatory selection, such as for customer occupation and specialization.

4. A high number of visits and increased time spent on the platform appear to boost the likelihood of leads converting.

5. Leads often register for courses to enhance their career prospects, with a significant portion specializing in Finance Management. Leads with specializations in HR, Finance, and Marketing Management show a higher probability of conversion.

6. Enhancing customer engagement through email and calls can increase lead conversions. Leads that open emails have a higher likelihood of conversion, and sending SMS also appears to improve conversion chances.

7. A significant portion of leads are currently unemployed, suggesting that more attention should be given to unemployed leads to improve conversion rates.