Conclusion

- Logistic regression model was used for lead scoring case study to meet business requirements.
- Many leads are generated initially, but only a few convert into paying customers.
- The majority of leads are from India, with the highest number coming from Mumbai.
- "Select" level in certain columns indicates that the option was not chosen by the student, requiring mandatory selection for useful data.
- Compulsory selection is needed for customer occupation, specialization, and other relevant columns.
- Higher total visits and total time spent on the platform may increase the chances of lead conversion.
- Leads who joined the course for better career prospects, particularly with specializations in finance management, have a higher probability of conversion.
- Leads from HR, finance, and marketing management specializations also have a higher probability of conversion.
- Improving customer engagement through email and calls can increase lead conversion rates, as leads who open emails have a higher probability of conversion.
- Sending SMS can also be beneficial for lead conversion.
- A significant number of leads are currently unemployed, indicating the need for increased focus on unemployed leads.