SUMMARY

1. A logistic regression model was used to complete the lead scoring case study in order to adhere to the business requirements.
2. The likelihood that a lead will be converted may be increased by the large number of visits and overall time spent on the platform.
3. Although there are many leads at the beginning, very few of them become paying clients. The majority of leads come from India, with Mumbai having the most leads by city.
4. The 'Select' level appears in a few columns, indicating that the student has not selected the choice for that specific column. We must make a mandatory pick in order to obtain some helpful data. Similarly, the customer's profession, area of expertise, etc.
5. Regarding the most recent noteworthy activity, increasing client interaction via phone calls and emails will aid in lead conversion. Sending SMS will also be beneficial because leads who open emails are more likely to convert.
6. The leads, the majority of whom specialize in finance management, have enrolled in courses for better career prospects. Leads with expertise in marketing management, finance, and human resources have a high conversion rate.
7. Since the majority of leads are currently unemployed, extra attention was paid to them.