SUMMARY

Lead Scoring Case Study

1. Lead Scoring Case Study has been done using logistic regression model to meet the constraints as per business requirements.
2. There are log of leads in the initial stage but only a few of them are converted into paying customers. The most numbers of lead are from India and in terms of city highest numbers are from Mumbai.
3. There are few columns in which there is a level called 'Select' which basically means that the student had not selected the option for that particular column which is why it shows 'Select'.
4. To get some useful data we've to make compulsory selection. Likewise, Customer occupation, Specialization, etc.
5. The high number of total visits & Total time spent on platform may increasing the chances of lead to be converted.
6. The leads joined course for Better career prospects, most of having specialization from Finance Management. Leads from Human Resource (HR), Finance & Marketing Management specialization are high probability to convert.
7. In last activity, making improvement in customer engagement through mails & calls will help to convert leads. As the leads which are opening email have high probability to convert, same as sending SMS will also be beneficial.
8. Most of leads current occupation is unemployed, which means to give more focus on unemployed leads.