

## **Summary:**

- Lead scoring case study has been done using logistic regression model to meet the as per business requirements.
- There are lots of leads are from google platform by online search only few of them are converted to paying customers.
- Most of leads current occupation is Unemployed, which means gave more focus on unemployed leads.
- The leads filled the form for Better Career Prospects to choose the course high probability to convert into paying customer.
- Total Time Spent on Website - Higher the time spent on the website, higher the probability of the lead converting into a customer.
- Total Visits - Higher Total number of Visits to platform, higher the probability of the lead converting into a customer.
- Pages visited- Higher number of pages Visited on platform, higher the probability of the lead converting into a customer.
- For students X education company can offer some student offers to attract towards online education