

SUMMARY

1. Lead Scoring case study had been done using Logistic Regression to meet the constraints as per the business requirements.
2. There are a lot of leads in the dataset but few of them are to be converted into paying customers.
3. In the dataset, there are lots of selection of 'Select' option so that we can't predict the correct option.
4. The highest numbers of total visits and total time spent on website increases the chances of leads to be converted.
5. The most leads are joined this course better future perspective and they took specialization of Finance Management, Finance and Marketing etc.
6. Making contacts with phone calls and E-mails will help to create a lead conversion will be helpful for to be converted leads. As Emails will be sent on particular customer will be beneficial for lead conversion and SMS will also be helpful.
7. There are lots of occupation status are unemployed so X Education company should focus on this things.