SUMMARY

1. Logistic regression model was leveraged to meet its business needs. This model was chosen because of its simplicity to understand and works well for yes-or-no decisions, like identifying good and bad leads. By analysing the data and behaviour, it helped business focus on the most promising leads, making the sales process more efficient and boosting conversions.

2. At first, there are many leads, but only a few become paying customers. Most leads come from India, with Mumbai having the highest number. This shows that while there are many potential customers, only a small number actually buy. To improve sales, businesses need better strategies to identify and convert the right leads into customers.

3. Some columns have an option called 'Select,' which means the student didn't pick anything for that field. This makes the data incomplete and less useful. To get better result or insights, we need to make sure important tabs like Customer Occupation and Specialization are always filled in for more accurate outcomes.

4. Leads who visit the platform more often and spend more time on it are more likely to become paying customers. This shows that higher engagement increases the chances of conversion. By tracking total visits and time spent, businesses can understand customer interest better and improve their strategies to convert leads more effectively. Encouraging users to explore the platform more can help boost sales and improve overall business performance.

5. Most leads join the course for a promising future, with many specializing in Finance Management. Leads with specializations in HR, Finance, and Marketing Management have a higher chance of converting into paying customers. Understanding this trend helps businesses focus on the right audience and create better strategies to increase conversions and a main key to attract customer towards them.

6. Leads who are consistent with checking up their inboxes are most likely to become paying customers. So, it's key to keep them engaged with regular communication. Sending messages also helps in boosting publicity and improving conversion rates. By staying connected and using these communication methods effectively, businesses can boost engagement and improve their chances of turning their potentials into actual leads.

7. Most of the leads turned out to be unemployed meaning, providing us with a better opportunity to focus on these groups. These leads are likely looking for ways to improve their careers or find new job opportunities, making them more interested in courses that help build new skills. By focusing on unemployed leads, businesses can address their specific needs and increase the chances of converting them into paying customers. This approach can help attract and engage leads who are eager to invest in their future.

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