

## **Lead Scoring Case Study Summary**

1. The case study focused on lead scoring using a logistic regression model to align with the business requirements and constraints.
2. While there is a large volume of leads at the initial stage, only a few convert into paying customers. The majority of leads originate from India, with Mumbai contributing the highest number.
3. Some columns in the dataset include a "Select" option, indicating that the student did not make a choice. To improve the quality of the data, mandatory selections should be enforced, particularly for fields such as customer occupation and specialization.
4. A higher number of total visits and time spent on the platform appear to increase the likelihood of a lead converting into a customer.
5. Leads tend to enroll in courses for better career prospects, with a significant portion specializing in finance management. Leads with specializations in HR, Finance, and Marketing management have a higher probability of conversion.
6. Customer engagement efforts, particularly through emails and calls, can improve conversion rates. Leads who engage with emails are more likely to convert, and sending SMS messages also contributes positively to conversions.
7. A large portion of leads are currently unemployed, suggesting that more focus should be placed on unemployed leads to boost conversion chances.