

Summary

1. Lead scoring case study has been done using logistic regression model to meet the constraints as per business requirements.
2. There are a lot of leads in the initial stage but only a few of them are converted into paying customers. The most numbers of leads are from INDIA and in terms of city highest number are from Mumbai.
3. There are a 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'. To get some useful data we have to make compulsory selection. Likewise, Customer occupation, Specialization, etc.
4. The high number of total visits & Total time spent on platform may increasing the chances of lead to be converted.
5. The leads are joined course for Better Career Prospects, most of having Specialization from Finance Management. Leads from HR, Finance & marketing management specializations are high probability to convert.
6. Talking to last notable Activity, making improvement in customer engagement through email & calls will help to convert leads. As the leads which are opening email have high probability to convert, same as Sending SMS will also benefit.
7. Most of leads current occupation is Unemployed, which means gave more focus on unemployed leads.
8. There are a lot of leads generated in the initial stage (top) but only a few of them come out as paying customers from the bottom. In the middle stage, you need to nurture the potential leads well (i.e. educating the leads about the product, constantly communicating etc.) in order to get a higher lead conversion.
9. First, sort out the best prospects from the leads you have generated. 'TotalVisits', 'Total Time Spent on Website', 'Page Views Per Visit' which contribute most towards the probability of a lead getting converted. Then, You must keep a list of leads handy so that you can inform them about new courses, services, job offers and future higher studies. Monitor each lead carefully so that you can tailor the information you send to them. Carefully provide job offerings, information or courses that suits best according to the interest of the leads. A proper plan to chart the needs of each lead will go a long way to capture the leads as prospects.
10. Focus on converted leads. Hold question-answer sessions with leads to extract the right information you need about them. Make further inquiries and appointments with the leads to determine their intention and mentality to join online courses.