1. **Logistic Regression Model for Lead Scoring:**
    - The study used a logistic regression model to predict lead conversion based on various features.
    - The goal was to meet business requirements by identifying leads with the highest likelihood of becoming paying customers.
2. **Initial Stage Leads and Conversion:**
    - Although there were many leads in the initial stage, only a few converted into paying customers.
    - The study likely explored factors contributing to this discrepancy.
3. **Handling 'Select' Levels:**
    - Some columns had a level called 'Select,' indicating that the student hadn't made a specific choice.
    - To obtain useful data, the study recommended making certain selections mandatory. This likely applied to columns like customer occupation, specialization, etc.
4. **Total Visits and Time Spent on Platform:**
    - High numbers of total visits and total time spent on the platform were associated with increased chances of lead conversion.
    - These metrics likely played a role in the lead scoring model.
5. **Specialization and Career Prospects:**
    - Leads joined the course for better career prospects.
    - Most leads had specializations in finance management.
    - Specializations in HR, finance, and marketing management were likely associated with a higher probability of conversion.
6. **Customer Engagement Activities:**
    - Improving customer engagement through email and calls was crucial.
    - Leads who opened emails had a higher likelihood of converting.
    - Sending SMS messages could also positively impact conversion rates.
7. **Focus on Unemployed Leads:**
    - A significant portion of leads had an unemployed current occupation.
    - The study recommended giving more attention to unemployed leads to improve conversion rates.