

Summary:

1. A logistic regression model was employed for lead scoring, aligning with business requirements.
2. Though leads are abundant initially, conversion to paying customers remains limited.
Predominant leads are from India, with Mumbai being the top city.
3. For meaningful insights, 'Select' levels, implying non-selection, should be mandatory selections in columns like Customer occupation and Specialization.
4. Elevated total visits and time spent on the platform correlate with increased lead conversion likelihood.
5. Leads enrolling for career prospects, especially in Finance Management, show promise. HR, Finance, and Marketing Management specializations have higher conversion potential.
6. Improved customer engagement via emails and calls enhances conversion, with opened emails showing high likelihood. SMS communication also yields benefits.
7. Given most leads are currently unemployed, directing attention towards this group is crucial for conversion efforts.