

Summary

1. The lead scoring case study used logistic regression to meet the stipulations of the business.
2. Many leads are identified during the beginning, but only a few result in paying customers. The most number of leads originate from India, and most of those are from Mumbai.
3. In certain columns, the entry reads as 'select', which indicates that the student didn't make a selection for that column. To gather more useful information, it's necessary to select certain criteria, such as customer occupation and specialization.
4. The success of lead conversion is likely to be higher with a large number of total visits and total time spent on the platform.
5. Connecting leads results in a better future career, most of them having studied finance management. HR, finance and marketing management specialists are likely to be successful.
6. Enhancing customer engagement through emails and calls will help to convert leads, which was the last notable activity. The leads who open emails are more likely to convert, and the same goes for sending SMS.
7. The majority of leads are currently unemployed, so we have shifted our focus to them.