

1. A logistic regression model was employed in a lead scoring case study to align with business requirements effectively.
2. Despite a sizable influx of leads at the initial stage, conversion into paying customers remains relatively low. Notably, a significant portion of leads originates from India, with Mumbai standing out as the city with the highest lead count.
3. Certain columns feature a 'Select' level, indicating that the corresponding options were not chosen by the leads. To enhance data utility, mandatory selections are proposed for columns such as Customer Occupation and Specialization.
4. There's a correlation suggesting that higher total visits and longer time spent on the platform may positively influence lead conversion rates.
5. Leads primarily enroll for courses geared towards Better Career Prospects, with Finance Management specialization being the most prevalent. Notably, leads specializing in HR, Finance, and Marketing Management exhibit a higher likelihood of conversion.
6. Enhancing customer engagement through email and calls, based on insights from the last notable activity, is crucial for lead conversion. Leads showing engagement by opening emails demonstrate a higher conversion potential, and incorporating SMS communication could yield similar benefits.
7. Given that a significant portion of leads are currently unemployed, prioritizing engagement strategies for this demographic is imperative.