

Lead Scoring

By **Shivam Sharma**
Introduction

- Briefly introduce the professional training course and its online format.
- Highlight the importance of understanding factors influencing student conversion.

- State the objective of the analysis: identifying key factors for effective marketing and improved enrollment rates.

Analysis Approach

- Briefly explain data cleaning and handling procedures (missing values, outliers, etc.).

- Mention data exploration techniques used (distributions, correlations) to identify potential factors.
- Explain feature engineering and the creation of new relevant features.
- Describe the logistic regression models built, including feature selection using RFE.
- Briefly touch upon model comparison and selection based on performance on unseen data.

Results

- Present key factors influencing conversion with clear explanations:
- Website engagement metrics (visits, time spent, page views) and their positive correlation with conversion.

- Higher conversion rates for specific specializations (e.g., management).
- Increased conversion likelihood for unemployed users and students.
- City-specific trends highlighting Mumbai and Maharashtra.
- Emphasize the slightly better performance of the RFE model and its benefit for accuracy and interpretability.

Visualizations

- Briefly showcase key visuals used:
- Histograms and boxplots for data distributions and outlier identification.
- Heatmaps for visualizing correlations between features.
- Feature importance charts highlighting the relative influence of each factor on conversion.

Conclusion

- Summarize the key takeaways: website engagement, user segments, and regional focus.
- Highlight the potential for increased enrollment rates and business growth through targeted marketing based on these insights.
- Briefly mention future directions or areas for further investigation.