

Summary

1. A lead scoring case study has been conducted using a logistic regression model to align with specific business requirements.
2. The initial stage sees a high volume of leads, but only a few of them ultimately convert into paying customers. A significant portion of leads originates from India, with Mumbai having the highest number of leads.
3. Some columns contain a 'Select' level, indicating that the student has not made a specific selection for that field. To gather more valuable data, it's advisable to enforce mandatory selection, particularly for customer occupation, specialization, and similar attributes.
4. Leads who exhibit a high number of total visits and spend a considerable amount of time on the platform tend to have increased chances of conversion.
5. Many leads are pursuing courses for better career prospects, with a majority specializing in Finance Management. Leads with specializations in HR, Finance, and Marketing Management are more likely to convert.
6. Enhancing customer engagement through email and phone calls for the last notable activity will improve lead conversion rates. Leads who open emails have a higher probability of conversion, and sending SMS messages can also be beneficial.
7. A significant portion of leads currently have the occupation listed as "Unemployed." Therefore, it's advisable to focus more on strategies for converting unemployed leads.