

A logistic regression model was used for the lead scoring case study, aligning with business requirements.

Key observations from the study:

1. While there are numerous leads initially, only a few ultimately convert to paying customers. The majority of leads are from India, with the highest numbers coming from Mumbai.
2. Some columns have a 'Select' level, indicating that the students did not make a selection in those areas. To gain valuable insights, mandatory selections were introduced for columns such as Customer occupation and Specialization.
3. Leads that spend more time on the platform and have higher total visits exhibit increased chances of conversion.
4. The most promising leads are those with Specializations in Finance Management, HR, and Marketing Management, all of which have a high probability of converting.
5. Focusing on customer engagement through emails and calls proves beneficial in converting leads. Those leads that frequently open emails are more likely to convert, and sending SMS messages also contributes to higher conversions.
6. With a significant number of leads being unemployed, placing emphasis on engaging with unemployed leads is crucial for improved conversion rates.