

BRIEF SUMMARY OF-LEAD SCORING CASE STUDY

Submitted By- Shubhangi Khare

1. Lead Scoring case study has been done using Logistics regression model to meet the constraints as per business requirements.
2. There are a lot of leads in the initial stage but only a few of them got converted unto paying customers. The most numbers of leads are from INDIA and in terms of city, Mumbai has the highest number of Leads.
3. There are a few columns in which there is a level called 'Select' which basically means that the student had not selected the option for that column which is why it shows "Select". To get some useful data we must make compulsory selection. Likewise, Customer occupation and specialization etc.
4. The high number of total visits and total time spent on platform may increasing the chances of lead to be converted.
5. The leads are joining course for better career prospects, most of having the specialization from finance management, Leads from HR, Finance and Marketing management specialization have high probability of conversion.
6. Talking to last notable activity, making improvements in customer engagement through emails and calls will help in converting leads. As the leads which are opening emails have high probability to get converted.
7. Most of the leads current occupation is unemployed, which means gave more focus on unemployed leads.