

Summary

1. Lead scoring case study was conducted using a logistic regression model to adhere to business criteria and limits.
2. Although there are many leads at first, very few of them end up becoming paying clients. The majority of leads come from INDIA, and Mumbai has the highest amount per city.
3. A few columns have levels marked "Select," which essentially means that the student did not choose the choice for that particular column because it is marked "Select" in those columns. We must make a required selection in order to obtain some valuable info. Similar to customer occupation, specialization, etc.
4. The high total visits and time spent on the platform may increase the likelihood that a lead will be converted.
5. The leads enroll in courses to improve their career prospects; the majority of them specialize in finance management. Leads from management specializations in finance, human resources, and marketing are more likely to convert.
6. Similar to the last noteworthy activity, increasing client engagement through calls and emails can help convert leads. Sending SMS will also help because leads who open emails have a high likelihood of converting.
7. The majority of leads' current occupations are unemployed, therefore extra attention was paid to these leads.

