Summary- Lead Scoring case study

1. Lead scoring case study has been done using Logistic Regression model
2. Features Identified

Most number of leads (by Country) are from	India
Most number of leads (by City)	Mumbai
Higher the number signifies Higher Lead Conversion Rate	• Number of Total Visits (Total Visits) • Total time Spent on platform
What matters most to you in choosing a course	Better Career Prospects
Converted leads are having Specialization in	Finance Management
Leads having high chance of convert have specialization in	• HR • Finance Management • Marketing Management

3. Leads which are opening email have high probability to convert thus, Sending SMS & improving customer engagement will also help.
4. Working professionals should be targeted as they have High Lead Conversion rate also they have better financials to pay for the course
5. Leads whose 'Last Activity' is 'SMS Sent' or 'Olark Chat Conversation' has higher Lead Conversion rate
6. Leads with Tags as 'Will revert after reading the email' and 'in touch with EINS' has higher Lead Conversion rate