

Lead Scoring Case Study Summary

Model Approach:

- Utilized a logistic regression model to align with business requirements for lead scoring.

Lead Distribution:

- A substantial number of leads in the initial stage, but only a fraction convert to paying customers.
- Majority of leads originate from India, with Mumbai being the city with the highest lead count.

Handling 'Select' Levels:

- Identified columns with 'Select' levels, indicative of a lack of specific selections by students.
- Compulsory selections were enforced in columns like Customer Occupation, Specialization, etc., to gather meaningful data.

Engagement Metrics:

- High total visits and total time spent on the platform correlate with increased chances of lead conversion.

Specialization Insights:

- Leads joining courses for Better Career Prospects, especially with specializations in Finance Management, show higher conversion probability.
- Specializations in HR, Finance, and Marketing Management indicate a high likelihood of conversion.

Customer Engagement Impact:

- Improved customer engagement through email and calls enhances lead conversion.
- Leads engaging with emails have a higher probability of conversion; a similar trend is observed with SMS communication.

Occupation Focus:

- A significant portion of leads is unemployed, suggesting a strategic focus on unemployed leads for increased conversion efforts.
- This comprehensive analysis provides valuable insights for lead scoring, highlighting key factors influencing lead conversion and suggesting targeted strategies to optimize the process at X Education.