

# Summary

1. We have successfully conducted a lead scoring case study using a logistic regression model that meets all business requirements.
2. While there are numerous leads in the initial stage, only a select few are converted into paying customers. The majority of leads are from India, with Mumbai having the highest number of leads in terms of city.
3. In certain columns, there is a level called 'Select' which indicates that the student did not choose an option for that particular column. To obtain useful data, we must make selection mandatory, such as for customer occupation and specialization.
4. A high number of total visits and total time spent on the platform may increase the likelihood of a lead being converted.
5. The leads who join the course for better career prospects, particularly those with specializations in finance management, have a high probability of conversion. Leads with specializations in HR, finance, and marketing management also have a high probability of conversion.
6. Improving customer engagement through email and calls can help convert leads. Leads who open emails have a higher probability of conversion, and sending SMS messages can also be beneficial.
7. The majority of leads are currently unemployed, so we should focus more on converting these leads.