

Summary

1. As per our business requirements there are certain criteria that need to be met, and a lead scoring case study has been completed using logistic regression models to satisfy the constraints.
2. Very few leads are being turned into customers, although there are a lot of them in the pipeline. The greatest number of leads originates from INDIA and the city from which the highest number of leads comes is Mumbai.
3. In a few columns, there is an option called 'Select'. It basically means that the student did not choose the option of that particular column so it is displayed as 'Select'. In order to obtain some beneficial information I have to make selection mandatory. Similarly, customer occupation, specialization, etc.
4. Total number of visits & total time spent on platform might be positively correlated with the likelihood of the lead getting converted.
5. Better career prospects is the reason these leads are joined course, with most of them having specialization from finance management, leads from HR and marketing management and finance specialization have great chance to convert.
6. As for the last relevant Activity, I will work on enhancing the customer engagement via emails and calls which stand to improve the conversion of leads since those who open the email have a very high probability of converting.
7. Many of the current leads are Unemployed, this means need to focus more on the unemployed leads.