

SUMMARY

A logistic regression model was employed for a lead scoring case study to align with business requirements.

While there is a considerable volume of leads in the initial stage, only a fraction of them undergo conversion into paying customers.

Predominantly, the majority of leads originate from India, with the highest concentration hailing from Mumbai.

In certain columns, the term 'Select' is used to signify a lack of selection by the student for a particular option. Mandatory selection is necessary to gather valuable data, including fields like Customer Occupation and Specialization.

Elevated counts of total visits and extensive time spent on the platform might enhance the likelihood of lead conversion.

Leads are primarily enrolling in courses for improved career prospects, with a notable preference for Specialization in Finance Management. Leads specializing in HR, Finance, and Marketing Management exhibit a heightened probability of conversion.

Focusing on enhancing customer engagement through email and calls, especially for leads who engage by opening emails, holds the potential to boost conversion rates. Implementing SMS communications could yield similar advantages.

A significant portion of leads currently identify as unemployed, suggesting the need for increased attention directed towards this subgroup.