

# Summary

1. A comprehensive lead scoring case study was conducted using a logistic regression model to meet the specific constraints outlined by business requirements.
2. At the onset, there exists a substantial pool of leads; however, only a fraction of them eventually transitions into paying customers. The bulk of these leads hail from India, with Mumbai boasting the highest concentration among cities.
3. Examination of the dataset reveals several columns with a 'Select' level, indicating that students did not select an option for those columns. To extract more meaningful insights, it is crucial to mandate certain selections, such as Customer Occupation, Specialization, and others.
4. The increased frequency of visits and extended duration spent on the platform may elevate the chances of a lead converting into a customer.
5. The primary motivation for leads to join the course is the prospect of enhanced career opportunities, with a predominant focus on Finance Management specialization. Leads with backgrounds in HR, Finance, and Marketing Management exhibit a higher likelihood of conversion.
6. Additionally, the integration of SMS communication into the overall strategy is anticipated to yield supplementary advantages.
7. It is worth noting that a substantial proportion of leads are presently unemployed, underscoring the significance of directing greater attention towards targeting and engaging with this specific demographic.
8. Furthermore, the lead scoring methodology employed in this study leveraged the logistic regression model's predictive capabilities to align with the intricate business requirements.
9. Despite the initial abundance of leads, meticulous analysis revealed a stark contrast in conversion rates, with geographical patterns indicating a pronounced preference for the course among individuals from India, particularly those residing in Mumbai.
10. The dataset's columns featuring the 'Select' level underscore the necessity of enforcing mandatory selections, ensuring the acquisition of comprehensive and actionable data insights, particularly in crucial areas such as Customer Occupation and Specialization.
11. The observed correlation between heightened platform engagement metrics, including total visits and time spent, and increased conversion rates underscores the strategic importance of optimizing user interactions and experiences.
12. Moreover, the identification of key specialization preferences among leads, notably in Finance Management, offers valuable strategic insights for tailoring marketing efforts and enhancing conversion probabilities.