

SUMMARY

1. Utilized a logistic regression model to address business constraints and enhance lead conversion.
2. There are a few columns in which there is a level called 'Select' which basically means that the student had not selected the option for that particular column which is why it shows 'Select'. To get some useful data we have to make compulsory selection. Likewise, Customer occupation, Specialization, etc.
3. Initial lead volume is high, with a concentration from India, notably Mumbai.
4. Compulsory selection recommended for meaningful data in key columns.
5. Increased website engagement positively correlates with lead conversion.
6. Improving customer engagement through emails and calls, especially with leads opening emails, significantly boosts conversion probability; likewise, sending SMS also proves beneficial.
7. Focus on unemployed leads for improved conversion rates.
8. Model validation shows reliability with aligned train and test metrics.
9. Identified significant features like 'Lead Origin_Lead Add Form' and 'Total Time Spent on Website' for lead conversion.