

Summary

1. Lead scoring case study for X Education has been done using a logistic regression model to meet the constraints as business requirements.
2. The regression model aims to identify key factors influencing lead conversion and predict the probability of lead conversion.
3. The dependent variable is whether a lead converts (1) or not (0).
4. In the initial stage of data preparation there are a lot of leads. But few of them are converted to paying customers.
5. Most number of leads are from country India and Mumbai city has the most number of leads.
6. Certain columns include a value labeled "Select," which indicates that the student has not made a selection for that specific option.
7. The high number of total visits & Total time spent on the platform may increase the chances of lead being converted.
8. The leads have joined courses for Better Career Prospects, most of them having Specialization in Finance Management. Leads from HR, Finance & marketing management specializations have a high probability of conversion.
9. Talking to the last notable Activity, making improvements in customer engagement through email & calls will help to convert leads. As the leads that are opening emails have a high probability of converting, Same as Sending SMS will also benefit.
10. Most of the leads' current occupation is Unemployed, which means gave more focus on unemployed leads.