

Summary

- A. Lead scoring case study has been done using logistic regression model to meet the constraints as per business requirements.
- B. There are a lot of leads in the initial stage but only a few of them are converted into paying customers. The most numbers of leads are from INDIA and in terms of city highest number are from Mumbai.
- C. The high number of total visits & Total time spent on platform may increasing the chances of lead to be converted.
- D. The leads are joined course for Better Career Prospects, most of having Specialization from Finance Management. Leads from HR, Finance & marketing management specializations are high probability to convert.
- E. Talking to last notable Activity, making improvement in customer engagement through email & calls will help to convert leads. As the leads which are opening email have high probability to convert, Same as Sending SMS will also benefit.
- F. Most of leads current occupation is Unemployed, which means gave more focus on unemployed leads.