

SUMMARY

1. A logistic regression model was employed in a lead scoring case study to adhere to the business requirements.
2. While there is a large influx of leads in the initial stage, only a minority transition into paying customers. The majority of leads originate from India, with Mumbai being the city with the highest lead count.
3. Certain columns contain a "Select" level, indicating that the respondent did not choose an option for that particular column. To ensure valuable data, mandatory selections are enforced for columns such as Customer Occupation and Specialization.
4. Increased total visits and time spent on the platform are correlated with higher conversion probabilities for leads.
5. The primary motivation for leads joining the course is improved career prospects, with many specializing in Finance Management. Leads with specializations in HR, Finance, and Marketing Management show a higher likelihood of conversion.
6. Enhancing customer engagement through email and calls is crucial for lead conversion. Leads who engage with emails exhibit a higher probability of conversion, and sending SMS messages also proves beneficial.
7. Given that a significant portion of leads are currently unemployed, prioritizing attention towards these leads is essential.