

Summarization of the Case study

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1. Utilized logistic regression to effectively score leads, ensuring alignment with business objectives.
2. Despite a substantial initial lead pool, conversion rates remain modest. Notably, the majority of leads originate from India, with Mumbai standing out as the top-contributing city.
3. Few of the columns display 'Select', indicating a lack of selection by students. To enhance data quality, it's important to mandate selections for crucial fields like Customer Occupation and Specialization.
4. There's a noticeable correlation between higher total visits and platform engagement, suggesting an increased likelihood of conversion.
5. A significant portion of leads is motivated by career advancement, with a predominant specialization in Finance Management. However, leads in HR, Finance, and Marketing management exhibit particularly promising conversion potential.
6. Strategies aimed at improving customer engagement, such as personalized email outreach and proactive phone calls, have proven effective in boosting conversion rates. Additionally, leveraging SMS communication channels has shown to be beneficial.
7. Given the prevalence of unemployed leads, directing efforts towards engaging this demographic could yield favourable conversion outcomes. By tailoring outreach efforts to address their specific needs and concerns, conversion rates may be further optimized.