Summary

1. Based on the business requirements, a logistic regression model was used to solve a lead scoring case study.

2. In the initial stage, many leads are generated, but only a few are converted into paying customers.

The most numbers of leads are from INDIA and in terms of city highest number are from Mumbai.

3. There are a few columns in which there is a level called 'Select' which basically means the student has not selected the option for that particular column, which is why it states 'Select'. We have to make compulsory selections in order to get meaningful data. Likewise, occupations and specializations of customers.

4. A higher number of visitors and more time spent on the platform may increase conversion rates.

5. Most of the leads join the course for better career prospects, and most of them hold Finance Management specializations. HR, Finance & Marketing specializations have a high conversion rate.

6. Finally, improving client engagement through email and calls will help you convert leads. Leads who open their emails are more likely to convert, and the same goes for sending SMS.

7. Unemployed leads account for the majority of leads, so we gave more attention to leads who were unemployed.