

Summary

1. A logistic regression model was employed in a lead scoring case study to align with the specified business requirements.
2. While the initial stage witnesses a multitude of leads, only a fraction of them transition into paying customers. The majority of leads originate from India, with Mumbai boasting the highest city-wise representation.
3. Certain columns contain a 'Select' level, indicating that the student did not make a selection for that specific category. To derive valuable insights, mandatory selections must be enforced, such as in the case of Customer occupation, Specialization, and more.
4. The likelihood of lead conversion may be positively influenced by a higher total number of visits and increased total time spent on the platform.
5. Leads predominantly enroll in courses for Better Career Prospects, with a significant number specializing in Finance Management. There is a heightened probability of conversion among leads with specializations in HR, Finance, and Marketing Management.
6. Improving customer engagement through email and calls, especially focusing on leads that engage with emails, can enhance lead conversion. Sending SMS messages is also a viable strategy.
7. Given that a substantial portion of leads is currently unemployed, prioritizing engagement with unemployed leads is crucial.