

Summary

1. A logistic regression model was employed for lead scoring, addressing specific business requirements.
2. Although there are numerous leads at the initial stage, only a fraction of them ultimately become paying customers. The majority of leads originate from India, with Mumbai having the highest concentration.
3. Certain columns contain a level called 'Select,' indicating that the student did not make a specific choice in that particular column. To obtain useful data, mandatory selections need to be implemented, such as for customer occupation and specialization.
4. The likelihood of lead conversion is higher when there is a significant number of total visits and a longer duration spent on the platform.
5. Leads who join the course for better career prospects predominantly have specializations in finance management. Those with specializations in HR, finance, and marketing management have a higher probability of conversion.
6. Enhancing customer engagement through email and phone calls can improve lead conversion rates. Leads that regularly open emails exhibit a higher likelihood of conversion, and sending SMS messages can also be beneficial.
7. A notable portion of the leads are currently unemployed, suggesting the need for increased focus on unemployed leads.