

Summary

1. For this Lead scoring case study we used a logistic regression model to meet the constraints as per business requirements.
2. The more the number of total visits & more Total time spent on platform may increase the chances of leads to be converted.
3. The leads are joined in a course for Better Career Prospects, most having Specialization from students and unemployed.
4. Last notable Activity, improving in customer engagement through email ,SMS, calls will help to convert leads. As the leads which are opening email have high probability to convert, the same as sending SMS and phone call will also benefit.
5. Last Notable Activity Unreachable is also need to taken care of as to convert lead we need to try to reach to such lead.
6. Lead source Lead Add Form has high chances of lead conversion among others sources.
7. Among Lead Source Olark Chat , Welingak Website has high chances of lead conversion so we need to pay attention to it.
8. In case of few columns Select option is showing as values so we need to make it as mandatory option to choose an option so that we have a clear idea about options.