

Summary

- Lead scoring case study has been done using logistic regression model to meet the constraints as per business requirements.
- There are a lot of leads in the initial stage but only a few of them are converted into paying customers. The most numbers of leads are from India and in terms of city highest number are from Mumbai.
- The high number of Total Visits & Total Time Spent on platform may increasing the chances of lead to be converted.
- The leads are joined course for Better Career Prospects, most of having Specialization from Finance Management. Leads from HR, Finance & Marketing Management specializations are high probability to convert.
- Talking to last notable activity, making improvement in customer engagement through email & calls will help to convert leads. As the leads which are opening email have high probability to convert, same as sending SMS will also benefit.
- Most of leads current occupation is Unemployed, which means gave more focus on unemployed leads.