

## **SUMMARY**

A logistic regression model was employed to conduct a lead scoring case study, aligning with specific business requirements. The initial stage accumulates numerous leads, yet the conversion rate to paying customers remains relatively low. Among these leads, a substantial portion originates from India, with the majority hailing from Mumbai. Some columns exhibit a 'Select' level, indicating instances where a student did not make a choice for that particular category. To enhance the utility of the data, mandatory selections were enforced for columns such as Customer Occupation and Specialization.

Notably, leads displaying high counts of total visits and extensive time spent on the platform exhibit an increased likelihood of conversion. A predominant reason for lead enrollment is the pursuit of improved career prospects, with a significant focus on Finance Management specialization. Specializations in HR, Finance, and Marketing Management show a higher probability of conversion. Strengthening customer engagement through emails and calls has shown potential to enhance lead conversion, particularly as those engaging with email content tend to have a higher likelihood of conversion. Similarly, the implementation of SMS outreach could yield positive outcomes.

Furthermore, the prevailing occupation status among leads is 'Unemployed,' warranting heightened attention towards this demographic to potentially bolster conversion rates.