

- **Lead scoring case study has been done using logistic regression model to meet the constraints as per the business requirements**
- **Lot of leads has been found in the initial steps and a very few of them are converted.**
- **The high number of leads are from INDIA and from MUMBAI.**
- **The few columns where a level called “select”, where the student has done any or selected any option, as we null data, so we need to go through the other parameters to find out exactly what we need like Customer occupation, specialization etc.**
- **The high number of visits and the higher number of times spent has effect on increasing the leads**
- **The leads are for joined course like “better career prospects”. Leads are from HR, Finance management are, more likely to get converted.**
- **Customer engagement like sending an email or SMS, or through calls, can help in converting the leads.**
- **Most of the search leads are from Unemployed, so focusing on them Can be a choice to convert leads, but focusing on unemployed and students can be a little risky.**