Summary of Lead Scoring Assignment

1. Lead Scoring Case Study has been evaluated using the Linear Regression Model.
2. The company faced the issue of converting leads into hot leads, that is someone who would make a purchase or opt for the course. With the conversion rate being low of 30%, the company would like to know which customers are likely to purchase the course so that sales department can focus solely on those who actually want to go further with the process.
3. During data cleaning we got to know that many of the columns had field 'select' i.e the column or entry was yet to filled or was left empty.
4. To get useful data we had to make compulsory selection. Likewise, customer occupation and specialization and many more.
5. Most of the leads who opted for the course had done it for better career prospects. Most of them were unemployed while most of others belonged to financial or human resources management. Hence leads from financial and HR managements were most likely to convert to hot leads.
6. The conversion rates go up with increasing engagement, customers who spent most time on website were most likely to get converted into hot leads.
7. Most amount of leads were from INDIA and from the city of Mumbai.
8. It is also observed that sending e-mails causes higher conversion rate, so does SMS. Hence the company should focus more on contacting and engaging via e-mail or SMS.