

LEAD SCORING CASE STUDY SUMMARY

- This case study aims to predict leads using a logistic regression model and identify key variables to attract more industry professionals to educational courses.
- In some columns, a 'Select' level indicates that a student hasn't made a specific choice, requiring mandatory selection to gather valuable data.
- Initially, a notable portion of leads successfully converted into paying customers, with a notable concentration from India.
- Increased Total Visits and Time Spent on the Platform correlate with higher conversion chances.
- Leads primarily enroll in courses for Better career prospects, often specializing in IT, HR, Travel, Finance, and Marketing Management showing promising conversion rates.
- Enhancing customer engagement through email and SMS communication post-last notable activity can boost lead conversion.
- Most leads are currently unemployed, suggesting a need to focus on this demographic for improved conversion rates.
- Targeting API and Landing Page Submission origins and generating more leads through Lead Add Forms can enhance overall conversion rates.
- Similarly, focusing on improving conversion rates from Google, Direct Traffic, Organic Search and Olark Chat leads while increasing lead generation from References and Welingak website can further enhance conversion metrics.