

Summary of Leads Case Study

1. To meet the business criteria and limits a logistic regression model was employed in conducting a case study, on lead scoring.
2. While there is an abundance of leads only a small fraction of them eventually convert into paying clients. Most of the leads originate from INDIA with Mumbai having the concentration per city.
3. In some columns there are levels labeled as "Select " indicating that the student did not make a choice for those columns since they are designated as "Select." However it is necessary to make a selection to obtain information, such, as customer service or specialization.
4. Having a number of people visiting and spending time on the platform can increase the chances of converting a lead into a customer.
5. Many leads choose to enroll in courses to enhance their career prospects with a portion focusing on finance management. Leads specializing in HR, Finance and marketing management have a probability of conversion.
6. Just like we noticed before engaging clients through phone calls and emails can be effective, in converting leads. Additionally sending SMS messages can also be helpful as leads who open emails are more likely to convert.
7. Since most leads are currently unemployed extra attention was given to these individuals during the conversion process.