Summary

1. To meet the restrictions in accordance with business needs, a logistic regression model was used to complete the lead scoring case study.

2. In the early stages, there are a lot of leads, but very few of them end up becoming paying clients. The majority of leads originate from India, with Mumbai having the largest number among all cities.

3. A level labeled "Select" appears in a few columns; this level indicates that the student has not checked the option for that specific column, which is why it reads "Select." We must compel selection in order to obtain any meaningful data. Similarly, Customer profession, Area of expertise, etc.

4. A high overall number of visits and time spent on the platform may increase the likelihood that a lead will be converted.

5. The majority of the leads are enrolled in courses aimed at improving their career prospects, with a focus on finance management. Specializations in marketing management, finance, and human resources generate leads with a high conversion rate.

6. Referring back to the previous noteworthy activity, increasing client interaction via phone calls and emails will aid in lead conversion. Similar to how leads who check emails have a high likelihood of converting, sending SMS will also be advantageous.

7. Given that the majority of leads are currently unemployed, more attention should be paid to these leads.