Summary

1. A lead scoring case study utilized a logistic regression model to align with specific business requirements.

2. While numerous leads initially engage, only a small fraction ultimately transition into paying customers. The majority of leads originate from India, with the highest concentration in Mumbai.

3. Certain columns contain a 'Select' level indicating non-selection by the student. To extract meaningful insights, mandatory selections were implemented for columns such as Customer Occupation and Specialization.

4. A higher count of platform visits and increased time spent positively correlate with lead conversion likelihood.

5. Leads are primarily drawn to courses promising improved career prospects, frequently specializing in Finance Management. Those specializing in HR, Finance, and Marketing Management exhibit a higher likelihood of conversion.

6. Enhancing customer engagement via emails and calls is pivotal for lead conversion. Leads engaging with emails display a greater probability of converting, and the same applies to the utilization of SMS.

7. A significant proportion of leads are currently unemployed, warranting increased focus on this demographic for improved outcomes.