

Summary

- A lead scoring case study has been conducted using a logistic regression model to fulfil the constraints outlined in the business requirements.
- There are many leads in the initial stage, but only a few of them are converted into paying customers. The majority of leads are from India, and in terms of cities, the highest number is from Mumbai.
- In some columns, there is a level called 'Select,' indicating that the student did not choose an option for that particular column, hence displaying 'Select.' To obtain meaningful data, we need to enforce compulsory selection, such as for customer occupation, specialization, etc.
- The higher the number of total visits and total time spent on the platform the higher chances of a lead being converted.
- The course has been joined by the leads for better career prospects, with most of them having a specialization in Finance Management. There is a high probability of conversion for leads with specializations in HR, Finance, and Marketing Management.
- Addressing the last notable activity, improvements in customer engagement through emails and calls will aid in lead conversion. Leads that open emails have a high probability of conversion, and the same benefit will be derived from sending SMS.
- The current occupation of most leads is unemployed, indicating a greater focus should be on unemployed leads.