**Summary**

Lead Scoring case study has been done using logistic regression model to meet the constraint as per business requirements

There are a lot of leads in the initial stage but only a few of them are converted into paying customers. The greatest number of leads are from INDIA and in terms of city highest number are from Mumbai

There are a few columns in which there is a level called ‘Select’ which basically means that the student had not selected the option for that particular columns which is why it shows ‘Select’. To get some useful data we have to make compulsory selection. Likewise, Customer Occupation, Specialization etc.

The high number of total visits & total time spent on platform may increase the chance of leads to be converted.

The leads are joined course for better Career Prospects, most of having Specialization from Finance Management. Leads from HR, Finance & Marketing management specialization are high probability to convert.

Most of leads current occupation is Unemployed, which means gave more focus on Unemployed leads.