

Lead Scoring Analysis Summary Report

Objective

The analysis aimed to develop a lead scoring system using a logistic regression model to align with business requirements and optimize the conversion process.

Key Insights

1. Lead Funnel:

- A significant number of leads are generated in the initial stages, but only a small proportion convert into paying customers.
- The majority of leads are from **India**, with **Mumbai** being the city contributing the highest number of leads.

2. Data Quality Challenges:

- Several columns include a "Select" option, indicating missing or incomplete user input. These fields, such as **Customer Occupation** and **Specialization**, need to be mandatory for better data quality.

3. Conversion Factors:

- **Engagement Metrics:** Leads with a higher number of visits and greater time spent on the platform show an increased likelihood of conversion.
- **Motivations and Background:**
 - Most leads pursue courses for **Better Career Prospects**.
 - Specializations like **Finance Management**, **HR**, and **Marketing Management** exhibit higher conversion probabilities.

4. Activity Insights:

- Improved **customer engagement through emails and calls** positively impacts lead conversion.
- Leads who open emails or receive SMS communications are more likely to convert.

5. Demographics:

- A notable proportion of leads are currently **unemployed**, suggesting the need to target and prioritize this segment for better results.

Recommendations

1. Make key fields like **Specialization** and **Customer Occupation** mandatory during data collection to improve data completeness.
2. Focus on enhancing platform engagement metrics, as increased visits and time spent correlate strongly with higher conversion probabilities.
3. Tailor marketing and communication strategies toward unemployed leads and those pursuing career advancement opportunities.
4. Leverage **personalized email and SMS campaigns** to improve customer interaction and drive conversions.