Summary

1. Lead Scoring case study was conducted utilizing a logistic regression model to fulfill the business requirements.
2. While there is a large number of leads in the initial stage, only a small fraction of them actually converts into paying customers. The majority of leads originate from INDIA, with Mumbai being the city with the highest concentration.
3. Certain columns contain a level called 'Select,' indicating that the student did not select for that particular option. To obtain valuable data, it is essential to enforce mandatory selection. This applies to customer occupation, specialization, and other relevant fields.
4. The likelihood of lead conversion tends to increase with higher numbers of total visits and the amount of time spent on the platform.
5. The leads who pursue courses for Better Career Prospects, particularly those with specializations in Finance Management, exhibit a higher probability of conversion. Similarly, leads with specializations in HR, Finance, and Marketing Management also have a greater chance of converting.
6. By improving customer engagement through emails and phone calls, there is an opportunity to enhance lead conversion. Leads that frequently open emails demonstrate a higher likelihood of conversion. Additionally, utilizing SMS messaging can also yield benefits.
7. A significant portion of the leads currently identifies as unemployed, emphasizing the need to prioritize and focus on unemployed leads.