Summary

1. In order to meet the specific business requirements, a lead scoring case study utilised a logistic regression model.

2. Despite a notable influx of leads in the initial stages, the conversion into paying customers remains relatively low. The majority of these leads originate from India, and Mumbai stands out as the city with the highest representation.

3. Certain columns display a 'Select' level, signifying non-selection by the students. To derive meaningful insights, mandatory selections are imperative for columns like Customer Occupation and Specialization.

4. There is a positive correlation between increased total visits and time spent on the platform and a higher likelihood of lead conversion.

5. The primary motivation for lead enrollment is Better Career Prospects, with a predominant focus on Finance Management specialisations. Leads specialising in HR, Finance, and Marketing Management exhibit a heightened probability of conversion.

6. Enhancing customer engagement through email and calls, specifically targeting leads that open emails, and incorporating SMS communication are effective strategies for increasing the chances of conversion.

7. Notably, a considerable portion of leads is currently unemployed, emphasising the importance of engaging with this demographic to achieve higher conversion rates.