

## Summary

- Lead scoring case study has been done using logistic regression model to meet the constraints 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 most numbers of leads are from India and in terms of city from Mumbai.
- The high number of total visits & Total time spent on platform are increasing the chances of leads to be converted.
- Leads from HR, Finance & marketing management specializations are high probability to convert.
- Most of leads current occupation is Unemployed. This means more focus was given to unemployed leads.
- As the leads which are opening email have high probability to convert, sending SMS will also be beneficial.