# *SUMMARY*

1. Goal: To effectively forecast lead conversion and fit with business goals, a logistic regression model was used for the lead scoring case study.

2. Lead Drop-off: Although there are a lot of leads in the early phases, very few of them turn into paying clients.

3. Geographical Insights: Mumbai is the city that contributes the most leads, with the majority of leads coming from India.

4. Missing Data: Columns with the value "Select" (such as Customer Occupation, Specialization) show that options were not selected. To improve the quality of the data, mandatory selection ought to be used.

5. Website Interaction: The likelihood of a lead conversion is greatly increased by variables like Total Visits and Total Time Spent on the platform.

6. Career Motivation: The majority of leads enroll in courses to improve their career prospects, especially those who specialize in marketing management, human resources, and finance management.

7. Customer Engagement: Lead conversion rates rise when customer interaction via phone and email is improved. The conversion potential of leads who open emails or receive SMS messages is better.

8. Notable Activity: Recent actions such as sending and receiving SMS messages and emails are important markers of the possibility of a conversion.

9. Target Occupation: Since a sizable percentage of leads are unemployed at the moment, it is recommended that this category be given priority in order to improve lead conversion rates.

10. Actionable Insights: The total lead conversion strategy may be optimized by concentrating on important factors including specialty, platform engagement, and proactive communication.