

Summary

1. **Lead Scoring with Logistic Regression:** A lead scoring case study was conducted using a logistic regression model to align with specific business constraints. The goal was to identify factors that contribute to lead conversion and optimize marketing efforts.
2. **Lead Distribution and Conversion Challenges:** Although a large number of leads enter the sales funnel, only a small percentage are successfully converted into paying customers. Geographically, most leads originate from India, with Mumbai being the city that contributes the highest number of leads.
3. **Data Quality Issues with Unselected Options:** Some columns, such as Customer Occupation and Specialization, contain a category labelled "Select," indicating that the lead did not provide a specific response. This lack of selection reduces the usefulness of these data points. To improve data accuracy and derive meaningful insights, mandatory field selections should be enforced during data collection.
4. **Impact of Online Engagement on Conversion:** Metrics like Total Visits and Total Time Spent on the Platform have been identified as key indicators of lead conversion. A high number of visits and longer time spent on the platform tend to increase the likelihood of a lead becoming a paying customer.
5. **Motivations for Joining and Specializations:** A majority of leads are motivated to enroll in courses for Better Career Prospects. Among them, many have a background in Finance Management, which shows a strong correlation with conversion. Additionally, leads specializing in HR, Finance, and Marketing Management are more likely to convert compared to other specializations.
6. **Improving Customer Engagement:** Analyzing the last notable activity of leads reveals that enhancing customer engagement through targeted communication—especially via emails and calls—can positively influence conversion rates. Leads who actively engage with emails, such as opening them, show a higher probability of conversion. Similarly, sending SMS messages also shows promise in improving conversion outcomes.
7. **Focusing on Unemployed Leads:** A significant number of leads are currently Unemployed, suggesting a potential untapped opportunity. By focusing more attention on this group, companies may be able to increase conversion rates. This group is likely more motivated to invest in courses that could enhance their career prospects.
8. In summary, improving data collection processes, enhancing digital engagement, and focusing on specific groups such as unemployed leads and those with certain specializations can significantly improve lead conversion rates. Targeted marketing efforts, especially through email and SMS, are crucial for driving customer conversions.