Lead Scoring Case Study (Summary)

- A dataset of shape (9240, 37) is provided in which a logistic model is build to predict the lead score and following observations/predictions are made from the analysis.

- A high number of website visits by a lead increases the chance of conversion.

- More time spent on the website is a good sign for a lead conversion.

- A lead from 'reference' is more likely to be converted.

- More numbers of leads are from Maharashtra state(other than Mumbai city).

- There is very less chance for an unemployed lead to be converted so Some separate schemes are required for such leads.

- A Lead opted out for the mail-updates or viewing very less pages in a visit is not a good sign.