

Summary

1. Lead scoring case study has been done using logistic regression model to meet the constraints as per

business requirements.

2. 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 highest number are from Mumbai.

3. There are a few columns in which there is a level called 'Select' which basically means that the student

had not selected the option for that particular column which is why it shows 'Select'. To get some useful

data we have to make compulsory selection. Likewise, Customer occupation, Specialization, etc.

4. The high number of total visits & Total time spent on platform may increasing the chances of lead to be

converted.

5. The leads are joined course for Better Career Prospects, most of having Specialization from Finance

Management. Leads from HR, Finance & marketing management specializations are high probability to

convert.

6. Talking to last notable Activity, making improvement in customer engagement through email & calls

will help to convert leads. As the leads which are opening email have high probability to convert, Same

as Sending SMS will also benefit.

7. Most of leads current occupation is Unemployed, which means gave more focus on unemployed leads.