

Summary

1. Lead scoring case study is done using logistic regression model to meet the business requirements.
2. Our conversion for leads is 39 percentage and lot of leads are not converting
The leads are from INDIA and mostly from Mumbai city.
- 3.The Select in variables are converted into null values as they are missing in order to get full details the company has to make some mandatory fields to better understand the profile of the lead
- 4.The people who spend most time in the website are most likely to convert and tags variable is playing a significant role so better to keep the update of the profile regularly for best analysis.
- 5.The leads are mostly unemployed and working professional looking for better career prospects so better to aim them and Management specialization are mostly taking courses.
- 6.People who are reverting and SMS sending are most likely to convert .