

# SUMMARY

- A case study on lead scoring has been conducted using a logistic regression model, aligning with the business requirements and constraints.
- The initial stage sees a large volume of leads, but only a fraction of them ultimately become paying customers. The majority of these leads originate from India, with the highest concentration in the city of Mumbai.
- Certain columns contain a 'Select' level, indicating that the student has not made a specific choice in those columns. To gather more useful data, mandatory selections are being implemented, including fields such as Customer Occupation and Specialization.
- There is a correlation between the number of total visits to the platform and the total time spent, which appears to increase the likelihood of lead conversion.
- The leads predominantly enroll in courses for Better Career Prospects, with a significant portion specializing in Finance Management. Leads with specializations in HR, Finance, and Marketing Management show a higher probability of conversion.
- Improving customer engagement through email and calls, especially among leads who regularly open emails, is instrumental in lead conversion. Similarly, sending SMS messages can also contribute positively to conversion rates.
- A noteworthy observation is that a substantial portion of the leads is currently unemployed. This suggests the importance of placing greater emphasis on converting unemployed leads.