

Lead Scoring Case Study Summary

1. The lead scoring case study has been conducted using a logistic regression model to fulfill the constraints as per business requirements. 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. In a few columns, there exists a level called 'Select,' which essentially indicates that the student did not select an option for that particular column, resulting in the display of 'Select.' To obtain some useful data, compulsory selections need to be enforced. This applies similarly to customer occupation, specialization, etc.
4. The chances of a lead being converted may be increased by the high number of total visits and total time spent on the platform.
5. The leads are joined course for Better Career Prospects, most of having Specialization from Finance.
6. Management. Leads from HR, Finance & marketing management specializations are high probability to convert.
7. Improvements in customer engagement through email and calls will aid in lead conversion, considering that leads that are opening emails have a high probability of conversion. Similarly, benefits will be gained from sending SMS.
8. Most of leads current occupation is Unemployed, which means gave more focus on unemployed leads.