# Summary

**Title**: Lead Conversion Analysis:

Methodology and Key Insights.

1. Data Collection: The initial phase involved gathering data on leads, including their origin, demographics, platform activity, and preferences. Data was sourced from multiple channels to ensure a comprehensive dataset.

2. Preprocessing: Data preprocessing was essential to cleanse the dataset by addressing missing values and outliers. Notably, columns featuring 'Select' values were modified by enforcing mandatory selections in relevant fields, thereby enhancing the quality and completeness of the data.

3. EDA – A quick EDA was done to check the condition of our data .

4. Logistic Regression: A logistic regression model was constructed to establish a predictive framework for lead conversions. This model was instrumental in identifying the most significant factors affecting conversions.

## Insights –

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.


## Business aspects

The following recommendations are proposed to boost lead conversion rates:

**Geographically Targeted Campaigns**: Customize marketing efforts to target regions with a high concentration of leads,  Implement region-specific campaigns to effectively engage potential customers in these areas.

**Specialization-Centric Content:** Develop and promote courses and content that align with the most popular specializations, especially Finance Management.

**Enhanced Engagement Strategies**: Invest in email marketing, SMS campaigns, and personalized phone call outreach to enhance lead engagement. Implement automation and personalization techniques to optimize engagement and improve conversion rates.

**Focus on Unemployed Leads**: Create specialized content and courses tailored to the needs of unemployed leads.