

## 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 few columns in which there is a level called 'Select' which basically means that the student had not selected the option for that column which is why it shows 'Select'. To get some useful data we must make compulsory selection. Likewise, Customer occupation, Specialization, etc.
3. The high number of total visits & Total time spent on platform may increasing the chances of lead to be converted.
4. 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.
5. Most of leads current occupation is Unemployed, which means gave more focus on unemployed leads.