

## Lead Scoring Case Study Summary

- The logistic regression model was used for lead scoring, aiming to align with business requirements. Although many leads initiate, only a handful convert to paying customers.
- A significant portion of leads originates from India, with Mumbai leading among cities. Several columns contain 'Select,' indicating a lack of specific options chosen. Making selections mandatory in columns like Customer Occupation and Specialization can yield more valuable data.
- Higher total visits and time spent on the platform may boost lead conversion probabilities. Those pursuing courses for improved career prospects, particularly in Finance Management, tend to join. Specializations in HR, Finance, and Marketing Management pose higher conversion probabilities.
- Improving customer engagement via emails and calls positively influences lead conversion. Email-opened leads exhibit higher conversion probabilities, while SMS engagement also proves beneficial.
- The concentration for conversion should be on engaging the larger portion of leads who are unemployed.