

SUMMARY – LEAD SCORING CASE STUDY

1. The lead scoring process underwent meticulous analysis through a logistic regression model, meticulously designed to align with the specific constraints outlined by our business requirements.
2. Despite the abundance of leads in the initial stages, the conversion rate into paying customers remains modest. Notably, a substantial portion of these leads originates from India, with Mumbai boasting the highest concentration.
3. Several columns within the dataset contain 'Select' entries, indicating that respondents have not provided specific information. To extract actionable insights, it's imperative to enforce compulsory selection in key fields such as customer occupation and specialization.
4. A strong correlation exists between the number of total visits and the duration spent on the platform, suggesting a potential increase in conversion likelihood with higher engagement levels.
5. A predominant motive for leads joining our courses is to enhance their career prospects. Notably, a significant proportion of these individuals specialize in Finance Management, with HR, Finance, and Marketing Management specializations demonstrating a high likelihood of conversion.
6. Engaging with leads through strategic channels, particularly email and calls, can significantly enhance conversion rates. Notably, leads exhibiting engagement by opening emails display a heightened propensity to convert, while incorporating SMS communication can further amplify these results.
7. A notable portion of our leads currently identifies as unemployed. Therefore, prioritizing efforts towards understanding and addressing the needs of this demographic is essential for maximizing conversion opportunities.