

Summary

- A lead scoring case study was conducted using a logistic regression model to address the constraints outlined by the business requirements.
- A large number of leads are generated in the initial stage, but only a small portion are eventually converted into paying customers.
- The majority of leads come from India, with Mumbai generating the highest number of leads among all cities.
- In some columns, there is a level labeled 'Select,' indicating that the student did not choose an option for that particular field, resulting in 'Select' being displayed. To gather more meaningful data, mandatory selections should be implemented for fields like Customer Occupation, Specialization, and others.
- The high number of total visits & Total time spent on platform may increase the chances of lead to be converted.
- Most leads enroll in courses for Better Career Prospects, with many specializing in Finance Management. Leads with specializations in HR, Finance, and Marketing Management have a higher probability of converting.
- Focusing on the last notable activity, improving customer engagement through emails and calls can help increase lead conversions. Leads who open emails have a higher probability of converting, and sending SMS messages can also be beneficial.
- The majority of leads are currently unemployed, indicating the need to place greater emphasis on targeting unemployed leads.