Lead Scoring Case Study Using Logistic Regression

1. **Logistic Regression Model for Lead Scoring**:
   - A logistic regression model was used to predict the likelihood of leads converting into paying customers.
   - The model was built to meet specific business requirements and constraints to make the results more relevant for decision-making.
2. **Lead Conversion Insights**:
   - Most leads are in the initial stages of interest, but only a small percentage of these leads actually convert into paying customers.
   - **Geographical Distribution**:
     - A large number of leads come from **India**, with the highest concentration of leads coming from **Mumbai**.
     - This indicates that Mumbai has a high potential for conversion and could be an area to focus on more for sales efforts.
3. **Data Quality Issues**:
   - Some columns in the dataset have a "Select" value, which indicates that the student or lead did not make a selection for that particular field.
   - To get useful data from these columns, it's important to **make selections compulsory**. For example, fields like **Customer occupation**, **Specialization**, etc., need to be filled out to gather meaningful insights.
   - Ensuring that leads provide complete data will help improve the model's accuracy and the quality of insights.
4. **Key Factors for Lead Conversion**:
   - **Total Visits** and **Total Time Spent on Platform** are two crucial factors that influence the chances of a lead converting into a customer.
     - Leads who visit the platform more often and spend more time on it have a higher likelihood of converting into paying customers.
     - The sales team should pay more attention to these leads, as they are more engaged and likely to convert.
5. **Lead's Reason for Joining Course**:
   - Most leads join the course for **better career prospects**, which is an important factor to consider when assessing their likelihood of conversion.
   - A majority of the leads have a specialization in **Finance Management**, which is another indicator of their career-focused intentions.
   - Leads from specializations such as **HR**, **Finance**, and **Marketing Management** are more likely to convert, so targeting leads from these fields can help increase conversion rates.
6. **Importance of Customer Engagement**:
   - **Last Notable Activity**: The last activity a lead performed is an important indicator of their interest level.
   - **Improving Customer Engagement**: Communication through **emails** and **calls** can play a significant role in converting leads.
     - Leads who open emails are more likely to convert, so sending engaging email content can boost conversion rates.

- **SMS campaigns** are also beneficial, as sending SMS to leads increases the likelihood of them engaging with the brand and eventually converting.

7. **Focus on Unemployed Leads**:
   - The data shows that a large proportion of leads are **unemployed**, which suggests that this group may have a stronger need for a course that helps with career advancement.
   - Unemployed leads are more likely to seek education that will improve their career prospects, making them a crucial segment to target. The sales team should focus more on these leads to increase conversion.