Executive Summary

Lead Scoring Case Study

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Objectives:

- To build a logistic regression model to assign a lead score between 0 and 100 to each of the leads which can be used by the company to target potential leads.

- To adjust to if the company's requirement changes in the future so you will need to handle these as well.

Summary based on analysis:

Based on the logistic regression model created and evaluated, few leads emerge from the bottom as paying clients, despite the fact that many are created in the first stage (top). To achieve a greater lead conversion rate in the middle stage, one must properly nurture the potential leads (i.e., educating the leads about the product, connecting with them frequently, etc.). Sort the most promising leads from the leads you have created first. The factors that have the biggest impact on the likelihood that a lead will convert are "Total Visits," "Total Time Spent on Website," and "Page Views Per Visit."

After that, we need to have a list of leads on hand so one can tell them about upcoming higher education opportunities, new services, and job offers. Keep a close eye on every lead so you can customize the content you give them. Give careful consideration to job offers, information, or courses that best fit the interests of the leads. To effectively capture leads as prospects, a well-designed plan that maps out each lead's demands will be essential. Consider converted leads first. Have Q&A meetings with leads to get the crucial details you require about them. Set up follow-up meetings and questions with the leads to find out if they intend to enroll in online courses and how they feel about it.