

Summary

- ✓ Certainly! Based on the analysis performed, we found that the majority of the target audience is from Mumbai city. We removed the column for country India due to data biasness. We observed that there were many unknown profiles with no specific specialization. To address this, we decided to categorize some of the management positions into a single category called "Management Specializations" to improve the accuracy of our analysis.
- ✓ We found that the conversion rate was high for unemployed profiles, and the reasons for choosing online courses varied from flexibility to career advancement. Additionally, we analyzed the data based on tags, lead sources, last activity, lead origin, and last notable activity. We found that the most effective channels for lead conversion were Welingak and references, Olark chat, Google, Direct Traffic, and Organic Search.
- ✓ After performing feature selection using RFE and determining the optimal model using logistic regression, we found that the model had a high predictive power with an ROC curve value of 0.97. We identified that a cutoff probability of 0.3 was optimal for identifying leads with a high likelihood of conversion.
- ✓ Overall, by leveraging the insights from our analysis, businesses can develop a more effective and efficient lead generation and follow-up strategy, leading to more successful conversion rates.