

SUMMARY:

Problem Statement:

An education company named X Education sells online courses to industry professionals. On any given day, many professionals who are interested in the courses land on their website and browse for courses.

X Education gets a lot of leads, its lead conversion rate is very poor. X Education wants to increase conversion rate.

Analysis: X Education has multiple ways for lead generation. There are multiple data sources, leads profiles and leads attributes.

As a data scientist, we created a model which helps

Find the most important features which contribute most for the conversion so X education marketing team will focus on those features to increase conversion rate.

Top 3 features are :

- What is your current occupation_ Working
- Lead Origin
- Lead Source

This will also help the team to know those features which are not contributing to conversion.

- Newspaper Article
- X Education Forums
- Newspaper
- Do Not Call

This model also helps in future to predict whether this lead will be converted or not which saves lots of time for the marketing and sales team.