

Summary

This analysis is done for X Education and to find ways to get more industry professionals to join their courses. The basic data provided gave us a lot of information about how the potential customers visit the site, the time they spend there, how they reached the site and the conversion rate.

The following are the steps used:

1. Cleaning data:

The data was partially clean except for a few null values and the option select had to be replaced with a null value since it did not give us much information. Few of the null values were changed to 'Not provided' so as to not lose much data. Although they were later removed while making dummies. Since there were many from India and few from outside, the elements were changed to 'India', 'Outside India' and 'Not provided'.

2. EDA:

A quick EDA was done to check the condition of our data. It was found that a lot of elements in the categorical variables were irrelevant. The numeric values seem good and no outliers were found.

3. Dummy Variables:

The dummy variables were created and later on the dummies with 'not provided' elements were removed. For numeric values we used the Min-Max-Scaler.

4. Train-Test split:

The split was done at 70% and 30% for train and test data respectively.

5. Model Building:

Firstly, RFE was done to attain the top 20 relevant variables. Later the rest of the variables were removed manually depending on the VIF values and p-value (The variables with $VIF < 5$ and $p\text{-value} < 0.05$ were kept).

6. Model Evaluation:

A confusion matrix was made. Later on, the optimum cut-off value (using ROC curve) was used to find the accuracy, sensitivity and specificity which came to be around 85% each.

7. Prediction:

Prediction was done on the test data frame and with an optimum cut-off as 0.3 with accuracy, sensitivity and specificity of 85%.

8. Precision – Recall:

This method was also used to recheck and a cut-off of 0.41 was found with Precision around 82% and recall around 82% on the test data frame.

It was found that the variables that mattered the most in the potential buyers are (In descending order):

1. What matters most to you in choosing a course.
2. Tags will revert after reading the email
3. Last Notable Activity Modified
4. a.Tags Other Tags
b.Tags Ringing
5. a. Last Activity SMS Sent
b. Last Activity Olark Chat Conversation
6. Occupation Working Professional
7. Lead Origin Lead Import

So, it is evident that our model worked pretty well. The conversion rate before model building was 38.53% while after model building it went up to 82.09%. We were successful in target lead conversion rate to be even higher than 80% as demanded by the CEO of X Education.

Keeping these in mind the X Education can flourish as they have a very high chance to get almost all the potential buyers to change their mind and buy their courses.