

SUMMARY REPORT

After analyzing all the important aspects of the project, below is our final observations.

Conclusion Report

- ✓ Specialization variable plays a key role in determining lead score among categorical variables. Specialization of Management type generates more lead compared to the others and should be focused upon in future.
- ✓ Working professionals have higher probability of joining the course.
- ✓ Unemployed group have higher probability of joining the course and also generating more leads if they are contacted with some incentives scheme upon referral program basis.
- ✓ Websites like Google and Weligak should be worked upon with good design of their landing pages to demonstrate most of the features and benefits of joining the course from our platform.
- ✓ It has been observed that leads spending more time into the website landing pages should be focused more and explained about the benefits of joining the course.

Final Observation:

Let us compare the values obtained for Train & Test:

Train Data:

- Accuracy : 92.29%
- Sensitivity : 91.70%
- Specificity : 92.66%

Test Data:

- Accuracy : 92.78%
- Sensitivity : 91.98%
- Specificity : 93.26%

The Model seems to predict the Conversion Rate very well and we should be able to give the CEO confidence in making good calls based on this model