Summary

This assignment involved a classification or logistic approach where we had to look for the leads that are interested to take up courses from Xedu platform. Now there were various factors involved in conversion of leads. Problem was the people who were interested at first and actually taking up the courses had a huge gap. So, by analysing data and building the logistic regression model we came across some factors that can be focused by the sales team aggressively for more or higher leads conversion. The best factors for the leads conversion that were generated are Total visits, page per views (number of time person viewed the page) and total time spent on website. Then from other factors creating a list of factors that can be focused more on for higher leads and providing them the course or the job offerings based on their interest. A proper plan should be made to list out the needs of the leads to go a long way.

Monitoring each and every step for leads so wherever they feel questioned or doubtful then we clear up the doubt and proceed further.