

CASE STUDY SUMMARY

1. In total there are 9,240 rows and 37 columns
2. Chain Content, Get updates on DM Content, I agree to pay the amount through cheque etc. have been dropped
3. Had to remove the Prospect ID and Lead Number which is not necessary for the analysis
4. While scrutinizing the value counts for some of the object type variables, we found some of the features which has no enough variance, and decide to drop columns such as Do
5. Not Call, What matters most to you in choosing course, Search, Newspaper Article, X Education Forums, etc.
6. Some columns consist of single values features like Magazine, Receive More Updates About Our Courses etc
7. Analyzed values by country wise, specialization etc.
8. With the help of the model, we can come to know how did the people started enrolling into
9. online course by Visiting websites, Newspaper article, online advertisement
10. It also helps us to identify the category of people enrolling into courses. Whether they are
11. students, working professional, unemployed etc
12. What matters to choose a course whether its is for better career prospect, Other and Flexibility & Convenience
13. The model shows 81% of accuracy, 79% of sensitivity and 82% of specificity
14. The true positive rate for the online course have increased upto 90%
15. While analysing both Sensitivity-Specificity and Precision/Recall metrics, the cut-off is based on Sensitivity-Specificity for calculating the final predictions
16. As per our understanding, the above model is quite good.