

# Problem Statement

An education company X education selling online courses to industry professional is facing a problem of poor lead conversion rate.

The company wants to identify the most potential leads or the 'Hot Leads'.

We were required to build a model wherein we needed to assign a lead score to each of the leads such that the customers with a higher lead score have a higher conversion chance and the customers with a lower lead score have a lower conversion rate.

# Analysis Approach

- The dataset provided gave us many useful information on the potential customers total time spent on website, total visits, their occupation etc.
- We first performed Data Cleaning after which we further used this cleaned data to perform analysis and build Machine Learning Model in Logistic Regression.
- The Logistic Regression built on the cleaned data gave us a good accuracy score of 79%.
- Few of the variables proved more useful in predicting whether a lead will be converted to a customer.

# Results derived from the analysis

- The model based on analysis done on different variables predicts that the few factors influenced our lead score more effectively. Those factors or variables are namely:
- The total time spent on our website – This shows the leads interest in buying the courses offered on the website and also shows the research or analysis being done from their end in choosing a better course full filling their need.
- Total number of visits is an another factor which plays a important role in making a customers' decision on his interest to the buy the course.

- We also observed that the source through which the lead came also impacts the conversion rate on our website. If the lead source were through Google, Direct traffic on our website, or organic search, this increased the conversion rate chances as the lead himself searched and landed on our website/ course.
- The last activity done by lead also tells us the interest he/ she has in buying our course.
- Also for a lead to be converted to a customer we see the occupation played an important role, since if the leads were working professional we saw their interest in either switching to new roles or upgrading themselves with new skills in the same field.

To summarize, to increase the conversion rate on our website we need to focus on the mentioned factors and focus more on creating new customers through these. We should focus on building a sales page that does the heavy lifting for us so we can sell course without spending time convincing people to sign up.