

# Summary

1. This case study is done through logistic regression.
2. Data Cleaning has been done in the dataset. Dataset has lot of missing values and few variables had lot of unknown data which means customers did not select any option.
3. Leads have known about the Education company through Google, Direct traffic and Olark Chat.
4. Leads who reached out X Education Company are Unemployed.
5. Leads are reaching out the company for better career options.
6. Most of the leads aren't converted by seeing the target variable.
7. Leads who has been converted have known this company by Google.
8. Converted Leads prefer "Do Not Email" and "Do Not Call" which means they do not have to know the updates via Email or Call.
9. Company can focus on marketing, Finance and Insurance specialization Leads.
10. Digital, Newspaper, Education forum can be best sources to advertise about the company.