

- The most number of leads are from India and highest are from Mumbai.
- There are many columns in which most of the columns are having high % of null values, so drop those columns.
- City and Country column can be dropped as it is not used in our analysis.
- We need to count the value of select because it is equivalent to missing values.
- We can drop "Lead Profile" and "How did you hear about X Education" as they have select data filled for high number of rows.
- Only one value was majorly present in below mentioned columns:  
Do Not Call, Search, Magazine, Newspaper Article, X Education Forums, Newspaper, Digital Advertisement, Through Recommendations, Receive More Updates About Our Courses,What matters most to you in choosing a course,Update me on Supply Chain Content, Get updates on DM Content, I agree to pay the amount through cheque.
- Drop the null rows for the column What is your current occupation.
- Drop the null value rows in the column 'TotalVisits'
- Drop the null value rows in the column 'Lead Source'
- Drop the null value rows in the column 'Specialization'
- Prospect Id and Lead Number column not used in our analysis,so it better to drop both column.
- Converted is the target variable
- The lead conversion rate is 48%
- Direct Traffic and Google generates maximum number of leads.
- Conversion Rate of reference leads and leads through welingak website is high
- Spending more time on website are more likely to be converted.
- Email opened are common in most of the converted leads.
- Conversion rate with last activity as SMS sent is very high.
- Focus should be more on specialization with good conversion rate like Business Administration,Human Resource Management,Finance Management,Operations Management.
- Working professional have high conversion rate.
- Making improvement in customer engagement through email and calls will help to convert leads.