

SUMMARY

The data given for the case study of X Education company had all the details necessary for the analysis and to build a logistic regression model using python. Our main goal was to convert industry professional into buying different educational courses offered by X Education company. We followed certain steps in order to do our analysis and to find out where the company should target and focus more to increase target lead conversion rate which are as follows

1. Reading and understanding the data.
2. Data Preparation.
3. EDA.
4. Preparing data for model building.
5. Model building.
6. Model Evaluation.
7. Making prediction using the data.

After the analysis following were the variables which mattered the most in potential buyers.

1. Total Visits.
2. Total Time Spent on Website.
3. What is your current occupation_Unemployed.
4. Last Activity_SMS Sent.

Company should target above professionals in order to increase their lead conversion i.e those who visit more frequently on website, those who spend more time on website, also those who are unemployed have higher chance of conversion than employed individuals and also those who have activitily send SMS.

After targeting above individuals the company can expect a high number of lead conversion of their courses.