

Summary:

This analysis is done for X education and suggest a way to get more industry professional to join their course. By looking into the raw data got some understanding about lead's behaviour and found some way to get them converted to grow the business.

Following are the steps performed for the analysis and modelling:

- Cleaning data
- Exploratory Data analysis.
- Treatment of dummy variables.
- Train test split.
- Model building
- Model Evaluation
- Prediction.
- Conclusion.

Recommendations:

Factors that affect lead conversion :

- Occupation (working professionals) : It was seen that working professionals were mostly converted., Hence, the company should focus on this vertical more.
- Number of visits on website: We should concentrate more on the time spent on the website as it directly affects the lead conversion.
- When the lead origin is Lead add format the lead conversion is very high and should be focused upon.
- The following sources are needed to be focused:
 - a. Google
 - b. Welingak website
 - c. refrences