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EXECUTIVE SUMMARY AND RECOMMENDATIONS

The following analysis has been derived for Lead score generation after analysing Leads dataset –

- ✓ A trend says who fills the details on the form and submit on the page are more likely to purchase the course.
- ✓ Leads provided by references or from Welingank websites are most powerful leads with high conversion rates.
- ✓ Most of the leads are getting generated from Google searches, Direct traffic or Olark chatbot.
- ✓ Conversion rate for Google search and Direct traffic are average/medium while from olark chat it very low.
- ✓ People who spend more time on the website or frequently visits the website pages are more likely to purchase the course.
- ✓ Most of the people who purchases the course are from country India and City Mumbai.
- ✓ Management professionals are more likely to purchase this course comparing to other specializations.
- ✓ Based on the above analysis this Logistic regression model has been created which is giving >75% accuracy on both the train and test data.
- ✓ Other matrices like sensitivity, specificity, recall and precision are well in range for both test and split data.
- ✓ Lead scores are also generated for sales team to filter the required data based on the score and increase the conversion rate in less time.
- ✓ In future, this model can be improved based on the more data and more deep analysis.
- ✓ But overall, this model is also having good score for all the required matrices. So, the same can be used for lead conversion.