

Summary

This analysis is done for X Education and to find ways to get more industry professionals to join their courses. The basic data provided gave us a lot of information about how the potential customers visit the site, the time they spend there, how they reached the site and the conversion rate.

The following are the steps used:

- 1. Cleaning data:**

The data was partially clean except for a few null values and the option select had to be replaced with a null value since it did not give us much information. Few of the null values were changed to 'not provided' to not lose much data. Although they were later removed while making dummies.

- 2. EDA:**

A quick EDA was done to check the condition of our data. It was found that a lot of elements in the categorical variables were irrelevant. The numeric values seem good and no outliers were found.

- 3. Dummy Variables:**

The dummy variables were created and later the dummies with 'not provided' elements were removed.

- 4. Train-Test split:**

The split was done at 70% and 30% for train and test data respectively.

- 5. Model Building:**

Firstly, RFE was done to attain the top 15 relevant variables. Later the rest of the variables were removed manually depending on the VIF values and p-value (The variables with $VIF < 2$ and $p\text{-value} < 0.01$ were kept).

- 6. Model Evaluation:**

A confusion matrix was made. Later on, the optimum cut off value (using ROC curve) was used to find the accuracy, sensitivity and specificity which came to be around 80% each.

- 7. Prediction:**

Prediction was done on the test data frame and with an optimum cut off as 0.35 with accuracy, sensitivity and specificity of 80%.

- 8. Precision – Recall:**

This method was also used to recheck and a cut off of 0.41 was found with Precision around 70% and recall around 79.67% on the test data frame.

Important features responsible for good conversion rate or the ones' which contributes more towards the probability of a lead getting converted are:

1. When the Lead Source is Reference.
2. When the Lead Source is Welingak Website
3. When Last Notable Activity is, Had a Phone Conversation.

Keeping these in mind the X Education can flourish as they have a very high chance to get almost all the potential buyers to change their mind and buy their courses.