

Summary

Goals of study:

1. To build a Logistic regression model to assign a lead score between 1 and 100 to each of the leads which can be used by the company to target potential leads
2. To adjust to if the company's requirement changes in the future so you will need to handle these as well

Steps followed for the model building and overall analysis as below:

- Read and understand the data
- Clean the data
- Prepare the data for Model Building
- Model Building
- Model Evaluation
- Making Predictions on the Test Set

Findings from the model and analysis:

- Initially lots of leads generated but few converted
- Below are top 3 having probability of a lead conversion:
 - i. Total Visits
 - ii. Total Time Spent on Website
 - iii. Page Views Per Visit
- Recommendations:
 - In the middle stage, you need to nurture the potential leads well (i.e. educating the leads about the product, constantly communicating etc.) in order to get a higher lead conversion.
 - Then, You must keep a list of leads handy so that you can inform them about new courses, services, job offers and future higher studies.
 - Monitor each lead carefully so that you can tailor the information you send to them.
 - Carefully provide job offerings, information or courses that suits best according to the interest of the leads.

A proper plan to chart the needs of each lead will go a long way to capture the leads as prospects.

- Focus on converted leads.
- Hold question-answer sessions with leads to extract the right information you need about them.
- Make further inquiries and appointments with the leads to determine their intention and mentality to join online courses.