Summary

The lead scoring assignment was very good opportunity to demonstrate skills acquired through the course with upGrad   and IIITB

The analysis was done for X Education to know the methods and ways to get more leads and also improve the lead conversion percentage which via a vie the number of leads received in total

The company wanted to identify the HOT LEADS by which they can improve the lead conversation rate

The process that was followed in Data analysis is as follows:

- Importing the data and inspecting the data frame

- Data preparation

- EDA

- Dummy variable creation

- Test-Train split

- Correlations

- Model Building (RFE Rsquared VIF and pvalues)

- Making predictions on test set

Facts and Observations:

The most numbers of leads are from INDIA and in terms of city highest number are from Mumbai.

It was observed that Leads from HR, Finance & marketing management specializations are high probability to convert.

X Education should focus more on leads engagement by regularly being in touch with the potential candidates0020