

SUMMARY

X Education needs help to select the most promising leads, i.e. the leads that are most likely to convert into paying customers. A model is required to be built wherein a lead score is assigned to each of the leads such that the customers with higher lead score have a higher conversion chance and the customers with lower lead score have a lower conversion chance. The CEO, in particular, has given a ballpark of the target lead conversion rate to be around 80%.

The knowledge we got from the data is that there are very few who are converted and they opt for the course, to increase the number we have developed a prediction model. It will help the organisation to focus on the target customer who has the higher probability of converting.

also, one has to keep an eye on 'Total Visits', 'Total Time Spent on Website', 'Pages view per visit' which has the highest impact on the probability of a person to opt for the course.

we should communicate and give adequate information to these prospects and can also provide some offers as they might opt for the course as they are already inclined towards the course and finally the percentage of conversion will increase.

The main aim of the project was to understand the data, perform the EDA analysis to determine which columns / factors are important for the conversion factor. It is important to study the behaviour of the factors with variation of the customer. It was important to co-relate the columns in order to determine the conversion rate. Further to determine, the data was divided into test and train set in order to determine the conversion rate factor and the influence of each of the columns on the overall model. With the predicted data, the most important factors for the conversion of the data was determined and with the predicted chart, contact and evaluation of the customers was performed in order to increase the efficiency of the overall cycle and improve company's growth overall.