

## 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 so as to not lose much data provided.

### **2. EDA:**

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 seems good and no outliers were found.

### **3. Dummy Variables:**

The dummy variables were created and later on the dummies with not provided elements were removed. For numeric values we used the MinMaxScaler.

### **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.

### **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 73% and recall around 75% on the test data frame. It was found that the variables that mattered the most in the potential buyers are (In descending order):

1. The total time spend on the Website.
2. Total number of visits.
3. When the lead source was:
  - a. Google
  - b. Direct traffic
  - c. Organic search
  - d. Welingak website
4. When the last activity was:
  - a. SMS
  - b. Olark chat conversation
5. When the lead origin is Lead add format.
6. When their current occupation is as a working professional.

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.