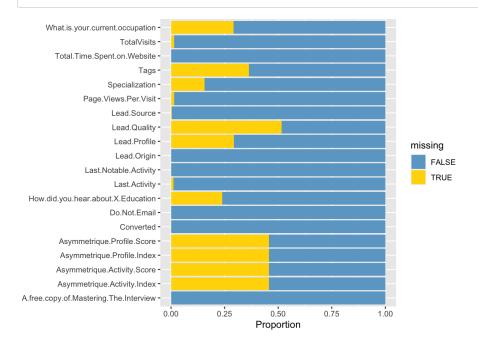
Web Data Analytics

Omkar Sadekar

2023-10-27

```
## 'data.frame':
                   9240 obs. of 20 variables:
                                          : chr "API" "API" "Landing Page Submission" "Landing Page Submissio
## $ Lead.Origin
n"
                                           : chr "Olark Chat" "Organic Search" "Direct Traffic" "Direct Traffi
## $ Lead.Source
                                                 "No" "No" "No" "No" ...
## $ Do.Not.Email
                                           : chr
   $ Converted
                                           : num
                                                 0010101000...
## $ TotalVisits
                                           : num
                                                 0 5 2 1 2 0 2 0 2 4 ...
## $ Total.Time.Spent.on.Website
                                          : num 0 674 1532 305 1428 ...
## $ Page.Views.Per.Visit
                                          : num 0 2.5 2 1 1 0 2 0 2 4 ...
## $ Last.Activity
                                          : chr
                                                 "Page Visited on Website" "Email Opened" "Email Opened" "Unrea
chable" ...
## $ Specialization
                                                 "Select" "Select" "Business Administration" "Media and Adverti
                                          : chr
sing" ...
                                                  "Select" "Select" "Word Of Mouth" ...
## $ How.did.you.hear.about.X.Education
                                          : chr
                                                  "Unemployed" "Unemployed" "Student" "Unemployed" ...
## $ What.is.your.current.occupation
                                           : chr
## $ Tags
                                                 "Interested in other courses" "Ringing" "Will revert after rea
                                          : chr
ding the email" "Ringing" ...
## $ Lead.Quality
                                                 "Low in Relevance" NA "Might be" "Not Sure" ...
                                          : chr
                                                  "Select" "Select" "Potential Lead" "Select" ...
##
   $ Lead.Profile
## $ Asymmetrique.Activity.Index
                                          : chr "02.Medium" "02.Medium" "02.Medium" "02.Medium" ...
                                          : chr "02.Medium" "02.Medium" "01.High" "01.High" ...
## $ Asymmetrique.Profile.Index
##
   $ Asymmetrique.Activity.Score
                                          : num 15 15 14 13 15 17 14 15 14 13 ...
   $ Asymmetrique.Profile.Score
                                          : num
                                                 15 15 20 17 18 15 20 15 14 16 ...
   $ A.free.copy.of.Mastering.The.Interview: chr "No" "No" "Yes" "No" ...
                                          : chr "Modified" "Email Opened" "Email Opened" "Modified" ...
## $ Last.Notable.Activity
```

[1] 9240 20



Lead.Origin	0.0000000
Lead.Source	0.3896104
Do.Not.Email	0.0000000
Converted	0.0000000
TotalVisits	1.4826840
Total.Time.Spent.on.Website	0.0000000
Page.Views.Per.Visit	1.4826840
Last.Activity	1.1147186

x

```
Specialization
                                                                                                                                                                             15.5627706
                                                                                                                                                                             23.8852814
How.did.you.hear.about.X.Education
                                                                                                                                                                             29.1125541
What.is.your.current.occupation
                                                                                                                                                                             36.2878788
Tags
Lead.Quality
                                                                                                                                                                             51.5909091
Lead.Profile
                                                                                                                                                                             29.3181818
Asymmetrique.Activity.Index
                                                                                                                                                                             45.6493506
Asymmetrique.Profile.Index
                                                                                                                                                                             45.6493506
Asymmetrique.Activity.Score
                                                                                                                                                                             45.6493506
Asymmetrique.Profile.Score
                                                                                                                                                                             45.6493506
A.free.copy.of.Mastering.The.Interview
                                                                                                                                                                              0.0000000
Last.Notable.Activity
                                                                                                                                                                              0.0000000
```

[1] 6372 14

```
## Rows: 6,372
## Columns: 14
## $ Lead.Origin
                                                <chr> "API", "API", "Landing Page Sub...
                                               <chr> "Olark Chat", "Organic Search",...
<chr> "No", "No", "No", "No", "No", "...
<fct> No, No, Yes, No, Yes, Yes, Yes,...
## $ Lead.Source
## $ Do.Not.Email
## $ Converted
                                                <dbl> 0, 5, 2, 1, 2, 2, 8, 8, 11, 5, ...
## $ TotalVisits
## $ Total.Time.Spent.on.Website
                                                <dbl> 0, 674, 1532, 305, 1428, 1640, ...
                                                <dbl> 0.00, 2.50, 2.00, 1.00, 1.00, 2...
## $ Page.Views.Per.Visit
## $ Last.Activity
                                                <chr> "Page Visited on Website", "Ema...
                                               <chr> "Select", "Select", "Business A...<chr> "Select", "Select", "Select", "....
## $ Specialization
## $ How.did.you.hear.about.X.Education
## $ What.is.your.current.occupation
                                                <chr> "Unemployed", "Unemployed", "St...
<chr> "Modified", "Email Opened", "Em...
## $ Last.Notable.Activity
```

[1] 6098 14

Index	Variable_Name	Variable_Type	Sample_n	Missing_Count	Per_of_Missing	No_of_distinct_values	mean	median
1	Lead.Origin	character	6098	0	0	4	NA	NA
2	Lead.Source	character	6098	0	0	16	NA	NA
3	Do.Not.Email	character	6098	0	0	2	NA	NA
4	Converted	factor	6098	0	0	2	NA	NA
5	TotalVisits	numeric	6098	0	0	11	3.04	3
6	Total.Time.Spent.on.Website	numeric	6098	0	0	1584	524.87	275
7	Page.Views.Per.Visit	numeric	6098	0	0	30	2.36	2
8	Last.Activity	character	6098	0	0	16	NA	NA
9	Specialization	character	6098	0	0	19	NA	NA
10	How.did.you.hear.about.X.Education	character	6098	0	0	10	NA	NA
11	What.is.your.current.occupation	character	6098	0	0	6	NA	NA
12	Lead.Profile	character	6098	0	0	6	NA	NA
13	A.free.copy.of.Mastering.The.Interview	character	6098	0	0	2	NA	NA
14	Last.Notable.Activity	character	6098	0	0	14	NA	NA

Summary Statistics

Variable	N	Mean	Std. Dev.	Min	Pctl. 25	Pctl. 75	Max
Lead.Origin	6098						
API	2071	34%					
Landing Page Submission	3423	56.1%					
Lead Add Form	577	9.5%					
Lead Import	27	0.4%					
Do.Not.Email	6098						
No	5688	93.3%					
Yes	410	6.7%					
Converted	6098						
No	3184	52.2%					
Yes	2914	47.8%					
TotalVisits	6098	3.035	2.448	0	1	4	10
Total.Time.Spent.on.Website	6098	524.873	562.599	0	27.25	1013	2272
Page.Views.Per.Visit	6098	2.364	1.919	0	1	3	10
What.is.your.current.occupation	6098						
Businessman	5	0.1%					
Housewife	9	0.1%					
Other	13	0.2%					
Student	189	3.1%					
Unemployed	5238	85.9%					
Working Professional	644	10.6%					
Lead.Profile	6098						
Dual Specialization Student	19	0.3%					
Lateral Student	19	0.3%					
Other Leads	458	7.5%					
Potential Lead	1489	24.4%					
Select	3879	63.6%					
Student of SomeSchool	234	3.8%					
A.free.copy.of.Mastering.The.Interview	6098						
No	4087	67%					
Yes	2011	33%					

	Vname	Group	TN	nNeg	nZero	nPos	NegInf	PosInf	NA_Value	Per_of_Missing	sum	min	max	mea
3	Page.Views.Per.Visit	All	6098	0	1347	4751	0	0	0	0	14415.54	0	10	2.3
2	Total.Time.Spent.on.Website	All	6098	0	1351	4747	0	0	0	0	3200676.00	0	2272	524.8
1	TotalVisits	All	6098	0	1347	4751	0	0	0	0	18508.00	0	10	3.0
Le	ad. Origin	Lea	d.Source			Attribute		C	ount si	um me	ean me	dian		

Lead.Origin	Lead.Source	Attribute	Count	sum	mean	median
API	Olark Chat	TotalVisits	881	332	0.3768445	0
API	Organic Search	TotalVisits	310	1296	4.1806452	4

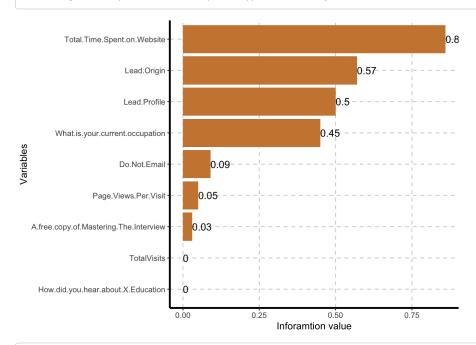
Lead.Origin	Lead.Source	Attribute	Count	sum	mean	median
Landing Page Submission	Direct Traffic	TotalVisits	1726	5964	3.4553882	3
Landing Page Submission	Google	TotalVisits	1218	5357	4.3981938	4
Landing Page Submission	Organic Search	TotalVisits	458	2451	5.3515284	5
API	Referral Sites	TotalVisits	51	232	4.5490196	4
API	Google	TotalVisits	762	2365	3.1036745	3
API	Direct Traffic	TotalVisits	65	294	4.5230769	4
Landing Page Submission	Referral Sites	TotalVisits	13	71	5.4615385	5
Lead Add Form	Reference	TotalVisits	441	86	0.1950113	0
Lead Add Form	Welingak Website	TotalVisits	128	15	0.1171875	0
Lead Add Form	Google	TotalVisits	1	0	0.0000000	0
Lead Import	Facebook	TotalVisits	27	8	0.2962963	0
Lead Add Form	Olark Chat	TotalVisits	2	2	1.0000000	1
Landing Page Submission	Pay per Click Ads	TotalVisits	1	3	3.0000000	3
Landing Page Submission	bing	TotalVisits	2	6	3.0000000	3
API	Social Media	TotalVisits	1	2	2.0000000	2
Landing Page Submission	WeLearn	TotalVisits	1	2	2.0000000	2
Lead Add Form	Live Chat	TotalVisits	2	0	0.0000000	0
API	bing	TotalVisits	1	2	2.000000	2
Lead Add Form	Click2call	TotalVisits	3	2	0.6666667	0
Landing Page Submission	testone	TotalVisits	1	5	5.000000	5
Landing Page Submission	Facebook	TotalVisits	1	4	4.000000	4
Landing Page Submission	Press_Release	TotalVisits	1	6	6.0000000	6
Landing Page Submission	Social Media	TotalVisits	1	3	3.0000000	3
WARIABLE	CATEGORY			Converted:No	Converted:Yes	TOTAL
VARIMABLE Lead Origin	CATEGORY			Converted:No	Converted:Yes	TOTAL 2071
Lead Origin	API			1159	912	2071
Laad Origin	API Landing Page Submission			1159	912	2071 3423
Land Origin Land Origin Land Origin Land Origin Land Origin	API Landing Page Submission Lead Add Form Lead Import TOTAL			1159 1970 37 18	912 1463 540 9 2014	2071 3423 577 27 6098
Land Origin Land Origin Land Origin Land Origin Land Origin Land Origin	API Landing Page Submission Lead Add Form Lead Import TOTAL No			1159 1970 37 18 3184 2859	912 1483 540 9 2914	2071 3423 577 27 6008
Land Origin Land Origin Land Origin Land Origin Land Origin Land Origin Do Net Email Do.Net Email	API Landing Plaga Stubmission Lasid Add Form Lasid Import TOTAL No			1150 1970 37 18 3184 2869	912 1453 540 9 2914 2809	2071 3423 577 27 6008 5668
Lead Origin Do Not Email Do Not Email	API Landing Page Submission Last Add Form Last Import TOTAL No Viss TOTAL			1159 1970 27 18 3184 2869 325	912 1463 540 9 2014 2029 85	2071 3423 577 27 6008 5688 410
Land Origin Land Origin Land Origin Land Origin Land Origin Co-Not Ernal Co-Not Ernal Co-Not Ernal Hose did you have alread X. Education	API Landing Page Submission Lasel Add Form Lasel Import TOTAL No Yes TOTAL Advertisaments			1159 1970 37 18 2184 2869 325 3184	912 1463 540 9 2014 2829 85 2014	2071 3423 577 27 6008 5688 410 6008
Land Origin Land Origin Land Origin Land Origin Land Origin Do-MetErnal Do-MetErnal Do-MetErnal How.did you hear about X. Education	API Landing Page Submission Lead Add Form Lead Import TOTAL No Viss TOTAL Advertisements Email			1199 1970 27 18 3184 2899 325 2184 21	912 1463 540 0 2914 2829 65 2914 285	2071 3423 577 27 6008 5668 410 6008 47
Land Origin Land Origin Land Origin Land Origin Land Origin Land Origin Do. Not Ernal Do. Not Ernal Pow. 6ds you. Near about X. Education How. 6ds you. Near about X. Education How. 6ds you. Near about X. Education	API Landing Page Submission Laud Add Form Laud Import TOTAL No Vis TOTAL Adversaments Elmal Multiple Sources			1199 1970 27 18 3184 2869 305 3184 21	912 1463 540 9 2914 2959 85 2914 26 26 12	2071 3423 577 27 6008 5668 410 6008 47 21
Land Origin Land Origin Land Origin Land Origin Land Origin Do-MetErnal Do-MetErnal Do-MetErnal How.did you hear about X. Education	API Landing Page Submission Lead Add Form Lead Import TOTAL No Viss TOTAL Advertisements Email			1199 1970 27 18 3184 2899 325 2184 21	912 1463 540 0 2914 2829 65 2914 285	2071 3423 577 27 6008 5668 410 6008 47
Land Origin Land Origin Land Origin Land Origin Land Origin Land Origin Do. Not Email Do. Not Email Do. Not Email How did you hear about X. Education How did you hear about X. Education How did you hear about X. Education	API Landing Page Submission Lead Add Form Lase Import TOTAL No Yes TOTAL Advertisaments Email Multiple Sources Creine Search			1159 1970 37 18 3184 2869 305 3184 21 9 63	912 1483 540 9 2914 2809 85 2914 36 12	2071 3423 577 27 6008 5688 410 6008 47 21 111
Laad Origin Laad Origin Laad Origin Laad Origin Laad Origin Laad Origin Do Not Ernal Do Not Ernal Do Not Ernal How did you Near about X. Education	API Landing Page Submission Lasid Add Form Lasid Import TOTAL No Yes TOTAL Advantisements Email Multiple Sources Ontire Search			1150 1970 27 18 2166 255 3184 21 9 63 272	912 1463 540 9 2914 2609 85 2914 26 12 48 292	2071 3423 377 27 6008 5668 410 6008 47 21 111 564
Land Origin Land Origin Land Origin Land Origin Land Origin Land Origin Cox Not Email Dox Not Email Dox Not Email How did you hear about X. Education	API Landing Plage Stubmission Lasid Add Form Lasid Import TOTAL No Yes TOTAL Advertisaments Email Multiple Sources Online Search Other Salect			1150 1970 37 18 3184 2869 265 3184 21 9 43 27 73	912 11493 540 9 2914 2809 65 2914 28 28 12 48 282 48 282 66	2071 3423 577 27 6008 5688 410 6008 47 21 111 564 139
Laad Origin Do.Net Ernal Do.Net Ernal Do.Net Ernal How. did you Near about X. Education	API Landing Page Submission Laud Add Form Laud Import TOTAL No Vis TOTAL Advertisements Email Multiple Sources Online Search Other Salect SMS			1199 1970 37 18 3184 2869 325 3184 21 9 63 272 73	912 1483 540 0 2914 2809 85 2914 26 12 48 292 66 2207 5	2071 3423 577 27 6008 5668 410 6008 47 21 111 564 139 4691
Land Origin Do Not Ernal Do Not Ernal Do Not Ernal How did you hear about X Education	API Landing Page Submission Land Add Form Land Import TOTAL No Yes TOTAL Advertisements Email Multiple Sources Octine Search Other Sidect SMS Social Media			1199 1970 37 18 3184 2869 305 3184 21 9 63 272 73 2484 7	912 1483 540 9 2914 2989 85 2914 296 12 48 292 66 2207 5	2071 3423 577 27 6008 5668 410 6006 47 21 111 564 129 4691
Laad Origin Laad Origin Laad Origin Laad Origin Laad Origin Laad Origin Do Not Email Do Not Email Do Not Email How did you hear about X Education	API Landing Page Submission Lead Add Form Land Import TOTAL No Yes TOTAL Advertisements Email Multiple Sounces Critina Stanch Other Salect SMS Social Media Student of SomeSchool			1159 11970 37 18 3184 2869 325 3184 21 9 43 27 73 2484 7 28	912 1483 540 9 2914 2009 85 2914 30 12 48 2007 66 22007 5	2071 3423 577 27 6008 5688 410 6008 47 21 111 564 139 4601 12
Laad Origin Laad Origin Laad Origin Laad Origin Laad Origin Do Not Ernal Do Not Ernal How did you hear about X. Education	API Landing Page Bubmission Lased Add Form Lase Import TOTAL No Yes TOTAL Advertisements Enail Multiple Sources Online Search Other Salect SMG Social Media Bludert of SomeSchool Word Of Mouth			1159 1970 37 18 3164 2869 395 3164 21 9 63 277 73 2464 7 20 113	912 1483 540 9 2914 2029 85 2914 48 292 66 2207 5 23 117	2071 3423 377 27 5008 5668 410 6008 47 21 111 564 130 4691 12 40 230
Land Origin Land Origin Land Origin Land Origin Land Origin Land Origin Do Not Email Do Not Email Now 664 you hear about X. Education How 664 you hear about X. Education	API Landing Page Submission Lasel Add Form Lasel Import TOTAL No Yes TOTAL Advartisements Email Multiple Sources Online Search Other Salect SMS Social Media Student of SomeSchool Word Of Mouth TOTAL			1150 1970 37 18 3184 2869 325 3184 21 9 63 277 73 2484 7 20 113 1116	912 1483 540 9 2914 2809 85 2914 26 48 292 66 2207 5 23 117 118	2071 3423 577 27 6008 5688 410 6008 47 21 111 564 139 4691 12 49 220 234
Land Origin Co-Nect Email Co-Nect Email Co-Nect Email Co-Nect Email Co-Nect Email How did you hear about X. Education How did you hear about X. Education	API Landing Plage Bubmission Lasid Add Form Lasid Import TOTAL No Viss TOTAL Advertisements Email Multiple Sources Online Search Other Saket Social Media Shudert of SomeSchool Word Of Mouth TOTAL Businessman			1150 11070 37 18 3184 2860 305 3184 21 9 63 272 73 2484 7 26 113 116 3184	912 11493 540 9 2914 2809 65 2914 48 292 66 2207 6 23 117 118 2914	2071 3423 577 27 6008 5888 410 6008 47 21 111 564 120 400 220 224 6008 6
Laad Origin Co-Net Email Do-Net Email Do-Net Email Do-Net Email How did you hear about X. Education What is your current occupation What is your current occupation	API Landing Page Butmission Last Add Form Last Import TOTAL No Ves TOTAL Advertisements Emal Multiple Sources Online Search Other Sales Social Media Shutent of Somelischool Word Of Mouth TOTAL Businessmen			1150 11970 27 18 2184 2869 205 2184 21 9 63 277 73 2484 7 28 115 116 2184 1	912 11493 540 9 2914 2829 65 2914 48 292 48 2007 6 23 117 118 2914 4	2071 3423 577 27 6008 5668 410 6006 47 21 111 564 139 4491 12 40 230 234 6008 5
Laad Crigin Laad Crigin Laad Crigin Laad Crigin Laad Crigin Do Not Ernal Do Not Ernal Do Not Ernal How did you hear about X Education What is you do unrest cocupation	API Landing Page Bubmission Lasid Add Form Lasid Import TOTAL No Yels TOTAL Advertisements Enal Multiple Sources Order Search Cher Salect SMS Social Media Student of Soundshool Word Of Mouth TOTAL Businessman Housewife Cher Student			1150 1170 27 18 2184 21869 305 2184 21 9 60 77 73 2484 7 20 1113 116 2184 1 0 6 118 3008	912 1483 540 9 2914 2929 85 2914 26 27 17 119 2914 4 9 7 71 2299	2071 3423 377 27 6008 5668 410 6008 47 21 111 564 139 4091 12 49 220 234 6008 6
Land Origin Land Origin Land Origin Land Origin Land Origin Land Origin Do Not Email Do Not Email From 664 you hear about X. Education How 664 you hear about X. Education What is you current occupation What is your current occupation What is your current occupation What is your current occupation	API Landing Page Submission Lasel Add Form Lasel Import TOTAL No Yes TOTAL Advartisements Email Multiple Stources Online Search Other Salect SMS Stocial Media Student of SomeSchool Word Of Mouth TOTAL Businessman Housearle Other Student of Mouth TOTAL Unemployed Unemployed			1150 1170 37 18 3184 2869 325 3184 21 9 63 277 73 2884 7 20 113 1116 3184 1 0 6 118 3008	912 1483 540 9 2914 2869 85 2914 26 48 292 66 2207 5 118 2204 4 9 7 71 2220	2071 3423 777 27 6008 5688 410 6008 47 21 111 564 139 4691 12 49 220 234 6008 6
Laad Origin Laad Origin Laad Origin Laad Origin Laad Origin Laad Origin Cox Not Email Dox Not Email How did you hear about X Education What is you current occupation What is you current occupation What is your current occupation What is your current occupation What is your current occupation	API Landing Page Bubmission Lasid Add Form Lasid Import TOTAL No Ves TOTAL Advertisements Email Multiple Sources Online Search Other Salect SMS Social Media Student of SomeGohool Word Of Mouth TOTAL Businessman Housearts Other Student Unemployed Working Professional			1150 1170 37 18 3184 2860 265 3184 21 9 63 272 73 2484 7 26 113 116 3164 1 0 6 118 3008 61	912 11493 540 9 2914 2929 65 2914 48 2922 66 2207 6 23 117 118 2914 4 9 7 71 2290 693	2071 3423 577 27 6008 5688 410 6008 47 21 111 564 120 400 200 224 6008 6 0 13 180 5238 644
Land Origin Land Origin Land Origin Land Origin Land Origin Land Origin Do Not Email Do Not Email From 664 you hear about X. Education How 664 you hear about X. Education What is you current occupation What is your current occupation What is your current occupation What is your current occupation	API Landing Page Submission Lasel Add Form Lasel Import TOTAL No Yes TOTAL Advartisements Email Multiple Stources Online Search Other Salect SMS Stocial Media Student of SomeSchool Word Of Mouth TOTAL Businessman Housearle Other Student of Mouth TOTAL Unemployed Unemployed			1150 1170 37 18 3184 2869 325 3184 21 9 63 277 73 2884 7 20 113 1116 3184 1 0 6 118 3008	912 1483 540 9 2914 2869 85 2914 26 48 292 66 2207 5 118 2204 4 9 7 71 2220	2071 3423 777 27 6008 5688 410 6008 47 21 111 564 139 4691 12 49 220 234 6008 6

VARIABLE	CATEGORY	Converted:No	Converted:Yes	TOTAL
Lead Profile	Other Leads	291	167	458
Lead. Profile	Potential Lead	326	1163	1489
Lead. Profile	Select	2341	1538	3879
Lead Profile	Student of SomeSchool	226	8	234
Lead Profile	TOTAL	3184	2914	6098
A free.copy.of.Mastering.The.Interview	No	1995	2092	4087
A free_copy.of_Mastering_The_Interview	Yes	1189	822	2011
A free.copy.of Mastering. The Interview	TOTAL	3184	2914	6098

Warning in chisq.test(tb): Chi-squared approximation may be incorrect

Variable	Target	Unique	Chi-squared	p-value	df	IV Value	Cramers V	Degree of Association	Predictive Power
Lead.Origin	Converted	4	538.136	0.000	3	0.57	0.30	Strong	Highly Predictive
Do.Not.Email	Converted	2	127.784	0.000	1	0.09	0.14	Weak	Somewhat Predictive
How.did.you.hear.about.X.Education	Converted	10	9.073	0.431	9	0.00	0.04	Very Weak	Not Predictive
What.is.your.current.occupation	Converted	6	583.465	0.000	5	0.45	0.31	Strong	Highly Predictive
Lead.Profile	Converted	6	901.205	0.000	5	0.50	0.38	Strong	Highly Predictive
A.free.copy.of.Mastering.The.Interview	Converted	2	57.024	0.000	1	0.03	0.10	Weak	Not Predictive
TotalVisits	Converted	6	11.992	0.035	5	0.00	0.04	Very Weak	Not Predictive
Total.Time.Spent.on.Website	Converted	8	1166.617	0.000	7	0.86	0.44	Strong	Highly Predictive
Page.Views.Per.Visit	Converted	7	78.101	0.000	6	0.05	0.11	Weak	Not Predictive

Warning in chisq.test(tb): Chi-squared approximation may be incorrect

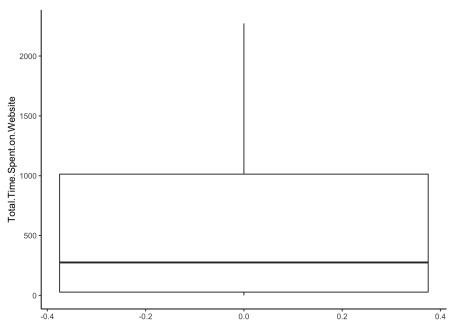


Warning in chisq.test(tb): Chi-squared approximation may be incorrect

Target	Unique	Chi-squared	p-value	df	IV Value	Cramers V	Degree of Association	Predictive Power
Converted	4	538.136	0.000	3	0.57	0.30	Strong	Highly Predictive
Converted	2	127.784	0.000	1	0.09	0.14	Weak	Somewhat Predictive
Converted	10	9.073	0.431	9	0.00	0.04	Very Weak	Not Predictive
Converted	6	583.465	0.000	5	0.45	0.31	Strong	Highly Predictive
Converted	6	901.205	0.000	5	0.50	0.38	Strong	Highly Predictive
Converted	2	57.024	0.000	1	0.03	0.10	Weak	Not Predictive
Converted	6	11.992	0.035	5	0.00	0.04	Very Weak	Not Predictive
	Converted Converted Converted Converted Converted Converted	Converted 4 Converted 2 Converted 10 Converted 6 Converted 6 Converted 2	Converted 4 538.136 Converted 2 127.784 Converted 10 9.073 Converted 6 583.465 Converted 6 901.205 Converted 2 57.024	Converted 4 538.136 0.000 Converted 2 127.784 0.000 Converted 10 9.073 0.431 Converted 6 583.465 0.000 Converted 6 901.205 0.000 Converted 2 57.024 0.000	Converted 4 538.136 0.000 3 Converted 2 127.784 0.000 1 Converted 10 9.073 0.431 9 Converted 6 583.465 0.000 5 Converted 6 901.205 0.000 5 Converted 2 57.024 0.000 1	Converted 4 538.136 0.000 3 0.57 Converted 2 127.784 0.000 1 0.09 Converted 10 9.073 0.431 9 0.00 Converted 6 583.465 0.000 5 0.45 Converted 6 901.205 0.000 5 0.50 Converted 2 57.024 0.000 1 0.03	Converted 4 538.136 0.000 3 0.57 0.30 Converted 2 127.784 0.000 1 0.09 0.14 Converted 10 9.073 0.431 9 0.00 0.04 Converted 6 583.465 0.000 5 0.45 0.31 Converted 6 901.205 0.000 5 0.50 0.38 Converted 2 57.024 0.000 1 0.03 0.10	Converted 4 538.136 0.000 3 0.57 0.30 Strong Converted 2 127.784 0.000 1 0.09 0.14 Weak Converted 10 9.073 0.431 9 0.00 0.04 Very Weak Converted 6 583.465 0.000 5 0.45 0.31 Strong Converted 6 901.205 0.000 5 0.50 0.38 Strong Converted 2 57.024 0.000 1 0.03 0.10 Weak

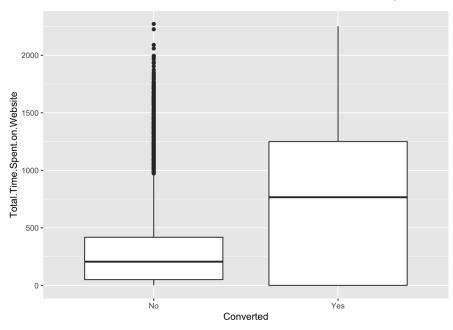
Variable	Target	Unique	Chi-squared	p-value	df	IV Value	Cramers V	Degree of Association	Predictive Power
Total.Time.Spent.on.Website	Converted	8	1166.617	0.000	7	0.86	0.44	Strong	Highly Predictive
Page.Views.Per.Visit	Converted	7	78.101	0.000	6	0.05	0.11	Weak	Not Predictive

```
[1] "Lead.Origin"
##
##
    [2] "Lead.Source"
   [3] "Do.Not.Email"
##
##
    [4] "Converted"
##
   [5] "TotalVisits"
   [6] "Total.Time.Spent.on.Website"
##
##
   [7] "Page.Views.Per.Visit"
##
    [8] "Last.Activity"
##
   [9] "Specialization"
## [10] "How.did.you.hear.about.X.Education"
## [11] "What.is.your.current.occupation"
## [12] "Lead.Profile"
## [13] "A.free.copy.of.Mastering.The.Interview"
## [14] "Last.Notable.Activity"
```



```
##
## One Sample t-test
##
## data: Leads_df$Total.Time.Spent.on.Website
## t = 38.153, df = 6097, p-value = 1
## alternative hypothesis: true mean is less than 250
## 95 percent confidence interval:
## -Inf 536.7253
## sample estimates:
## mean of x
## 524.8731
```

```
##
## One Sample t-test
##
## data: Leads_df$Total.Time.Spent.on.Website
## t = 38.153, df = 6097, p-value < 2.2e-16
## alternative hypothesis: true mean is not equal to 250
## 95 percent confidence interval:
## 510.7497 538.9965
## sample estimates:
## mean of x
## 524.8731</pre>
```



```
##
## Two Sample t-test
##
## data: Converted$Total.Time.Spent.on.Website and NotConverted$Total.Time.Spent.on.Website
## t = 16.562, df = 1998, p-value = 1
## alternative hypothesis: true difference in means is less than 0
## 95 percent confidence interval:
## -Inf 437.3941
## sample estimates:
## mean of x mean of y
## 740.057 342.195
```

```
##
## Two Sample t-test
##
## data: Converted$Total.Time.Spent.on.Website and NotConverted$Total.Time.Spent.on.Website
## t = 16.562, df = 1998, p-value < 2.2e-16
## alternative hypothesis: true difference in means is not equal to 0
## 95 percent confidence interval:
## 350.7499 444.9741
## sample estimates:
## mean of x mean of y
## 740.057 342.195</pre>
```

```
##
## Pearson's Chi-squared test
##
## data: Leads_df$Lead.Origin and Leads_df$Converted
## X-squared = 538.14, df = 3, p-value < 2.2e-16</pre>
```

```
## Leads_df$Converted

## Leads_df$Lead.Origin No Yes

## API 1081.34864 989.65136

## Landing Page Submission 1787.27976 1635.72024

## Lead Add Form 301.27386 275.72614

## Lead Import 14.09774 12.90226
```

```
##
## API Landing Page Submission Lead Add Form
## 2071 3423 577
## Lead Import
## 27
```

```
##
## Chi-squared test for given probabilities
##
## data: deg_count
## X-squared = 267.74, df = 3, p-value < 2.2e-16</pre>
```

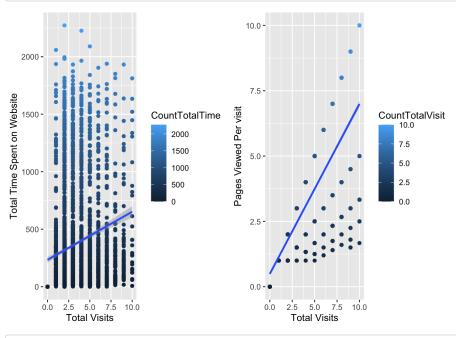
```
## API Landing Page Submission Lead Add Form
## 2012.34 3231.94 548.82
## Lead Import
## 304.90
```

```
Lead.Source Do.Not.Email Converted TotalVisits
##
                     Lead.Origin
                                      Olark Chat
##
      1:
                              APT
                                                            Nο
                                                                       Nο
##
                              API Organic Search
                                                            No
                                                                       No
                                                                      Yes
##
      3: Landing Page Submission Direct Traffic
                                                            No
                                                                                    2
##
      4: Landing Page Submission Direct Traffic
                                                            No
                                                                       No
                                                                                    1
##
      5: Landing Page Submission
                                          Google
                                                            No
                                                                      Yes
                                                                                    2
##
                                                                                    5
## 6094: Landing Page Submission Direct Traffic
                                                            No
                                                                      Yes
  6095: Landing Page Submission Direct Traffic
                                                           Yes
                                                                      Yes
                                                                                    8
## 6096: Landing Page Submission Direct Traffic
                                                            No
                                                                       No
                                                                                    2
## 6097: Landing Page Submission Direct Traffic
                                                           Yes
                                                                       No
## 6098: Landing Page Submission Direct Traffic
                                                            No
                                                                      Yes
##
         Total.Time.Spent.on.Website Page.Views.Per.Visit
                                                                       Last.Activity
##
                                                       0.00 Page Visited on Website
##
                                  674
      2:
                                                       2.50
                                                                        Email Opened
##
      3:
                                 1532
                                                       2.00
                                                                        Email Opened
##
      4:
                                  305
                                                       1.00
                                                                         Unreachable
##
      5:
                                 1428
                                                       1.00
                                                                   Converted to Lead
##
## 6094:
                                  210
                                                       2.50
                                                                            SMS Sent
## 6095:
                                 1845
                                                       2.67
                                                                   Email Marked Spam
##
  6096:
                                  238
                                                       2.00
                                                                            SMS Sent
## 6097:
                                  199
                                                       2.00
                                                                            SMS Sent
## 6098:
                                 1279
                                                       3.00
                                                                            SMS Sent
##
                  Specialization How.did.you.hear.about.X.Education
##
      1:
##
                                                                Select
      2:
                           Select
##
      3: Business Administration
                                                                Select
##
                                                        Word Of Mouth
      4:
           Media and Advertising
##
      5:
                          Select
                                                                 0ther
##
## 6094: Business Administration
                                                                Select
## 6095: IT Projects Management
                                                                Select
           Media and Advertising
                                                                Select
## 6097: Business Administration
                                                                Select
  6098: Supply Chain Management
                                                                Select
##
                                            Lead.Profile
         What.is.your.current.occupation
##
                               Unemployed
                                                   Select
      1:
##
      2:
                               Unemployed
                                                   Select
##
      3:
                                  Student Potential Lead
##
      4:
                               Unemployed
                                                   Select
                               Unemployed
##
      5:
                                                   Select
##
## 6094:
                               Unemployed Potential Lead
                               Unemployed Potential Lead
## 6095:
##
  6096:
                               Unemployed Potential Lead
## 6097:
                               Unemployed Potential Lead
## 6098:
                               Unemployed Potential Lead
##
         A.free.copy.of.Mastering.The.Interview Last.Notable.Activity Converted_No
##
                                                               Modified
      1:
                                              No
                                                                                    1
##
      2:
                                               No
                                                           Email Opened
                                                                                    1
##
                                              Yes
                                                           Email Opened
                                                                                    0
      3:
##
      4:
                                                                Modified
##
      5:
                                                                Modified
                                               Nο
                                                                                    0
##
## 6094:
                                                               Modified
                                                                                    0
                                              No
## 6095:
                                              No
                                                      Email Marked Spam
                                                                                    0
## 6096:
                                              Yes
                                                                SMS Sent
                                                                                    1
##
  6097:
                                                                SMS Sent
                                              Yes
                                                               Modified
## 6098:
                                                                                    0
                                              Yes
##
         Converted_Yes
##
                     0
      1:
##
      2:
                     0
##
      3:
                     1
##
      4:
                     0
##
      5:
                     1
##
## 6094:
                     1
## 6095:
                     1
## 6096:
                     0
## 6097:
                     0
## 6098:
                     1
```

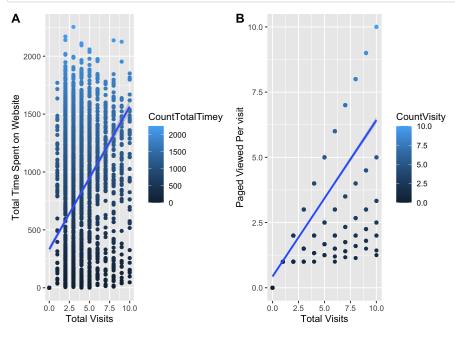
```
TotalVisits
                    Total.Time.Spent.on.Website Page.Views.Per.Visit
                          : 0.0
##
   Min.
         : 0.000
                    Min.
                                               Min. : 0.000
##
   1st Qu.: 2.000
                    1st Qu.: 50.0
                                               1st Qu.: 1.250
                    Median : 206.0
##
   Median : 3.000
                                               Median : 2.000
                          : 361.6
##
   Mean
         : 3.062
                    Mean
                                               Mean : 2.483
   3rd Qu.: 4.000
                    3rd Qu.: 418.2
                                               3rd Qu.: 3.000
##
          :10.000
                    Max. :2272.0
                                                     :10.000
##
   Max.
                                               Max.
```

```
Total.Time.Spent.on.Website Page.Views.Per.Visit
##
    TotalVisits
##
   Min.
          : 0.000
                    Min.
                           :
                               0.0
                                                Min. : 0.000
   1st Qu.: 0.000
                    1st Qu.:
                               0.0
                                                1st Qu.: 0.000
##
##
   Median : 3.000
                    Median : 766.0
                                                Median : 2.000
                    Mean : 703.3
                                                Mean : 2.234
##
   Mean
         : 3.006
##
   3rd Qu.: 5.000
                    3rd Qu.:1250.0
                                                3rd Qu.: 3.000
                           :2253.0
##
   Max.
          :10.000
                    Max.
                                                Max.
                                                      :10.000
```

```
## `geom_smooth()` using formula 'y ~ x'
## `geom_smooth()` using formula 'y ~ x'
```

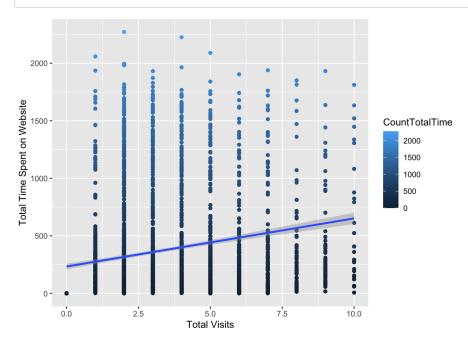


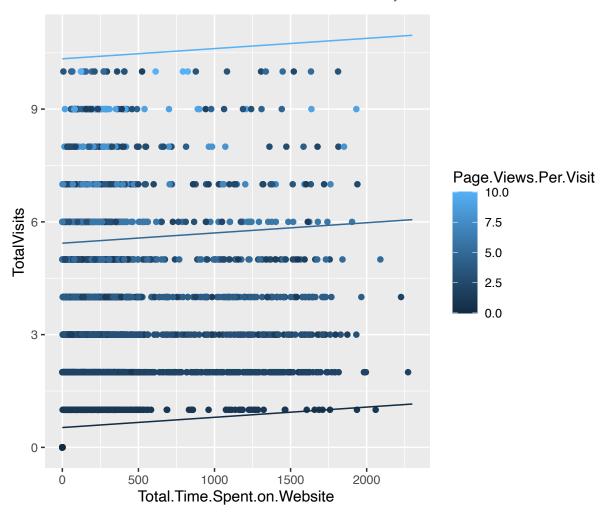




```
## Call:
## lm(formula = TotalVisits ~ Total.Time.Spent.on.Website + Page.Views.Per.Visit,
##
      data = S_no)
##
## Residuals:
     Min
               10 Median
##
                               30
                                     Max
## -1.1079 -0.5669 -0.5279 -0.4605 7.6913
##
## Coefficients:
##
                               Estimate Std. Error t value Pr(>|t|)
## (Intercept)
                              5.279e-01 4.230e-02 12.48 < 2e-16 ***
## Total.Time.Spent.on.Website 2.720e-04 5.485e-05
                                                    4.96 7.43e-07 ***
## Page.Views.Per.Visit
                              9.810e-01 1.326e-02
                                                    73.97 < 2e-16 ***
## Signif. codes: 0 '***' 0.001 '**' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 1.355 on 3181 degrees of freedom
## Multiple R-squared: 0.6492, Adjusted R-squared: 0.6489
## F-statistic: 2943 on 2 and 3181 DF, p-value: < 2.2e-16
```

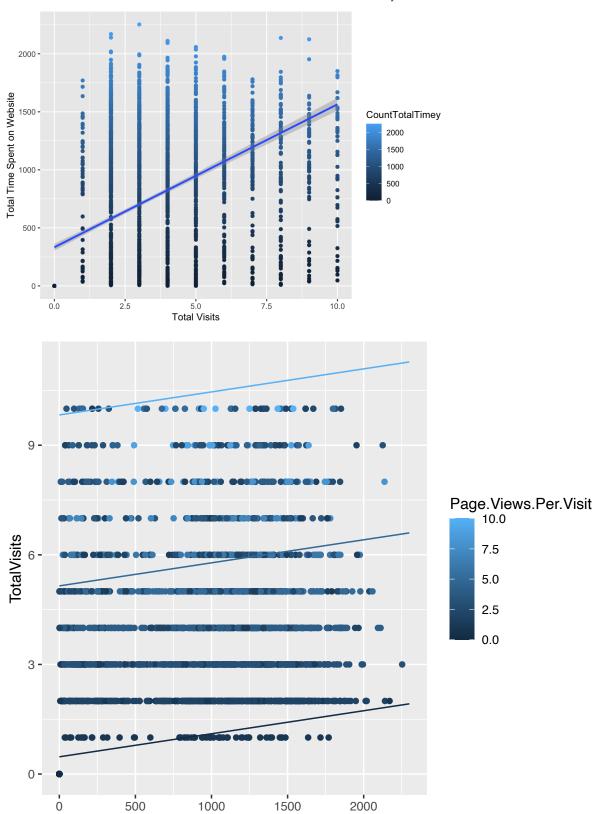
```
## geom_smooth() using formula y \sim x'
```





```
##
## Call:
## lm(formula = TotalVisits ~ Total.Time.Spent.on.Website + Page.Views.Per.Visit,
##
      data = S_yes)
##
## Residuals:
               10 Median
##
      Min
                               3Q
                                      Max
## -1.6996 -0.8847 -0.4719 -0.2560 8.2222
##
## Coefficients:
##
                               Estimate Std. Error t value Pr(>|t|)
## (Intercept)
                              4.719e-01 4.768e-02 9.897 <2e-16 ***
## Total.Time.Spent.on.Website 6.305e-04 5.512e-05 11.438
                                                            <2e-16 ***
## Page.Views.Per.Visit
                              9.357e-01 1.719e-02 54.442
## -
## Signif. codes: 0 '*** 0.001 '** 0.01 '* 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 1.572 on 2911 degrees of freedom
## Multiple R-squared: 0.6384, Adjusted R-squared: 0.6382
## F-statistic: 2570 on 2 and 2911 DF, p-value: < 2.2e-16
```

```
## geom_smooth() using formula y \sim x'
```



Total.Time.Spent.on.Website