

Summary

Case Study Analysing

- > We are given a case study where we have to sort from given Leads.
- > Focus on Hot Leads
- > Evaluate the data
- > Convince the Leads to get converted.
- > And maximize the number of Lead conversions.

Data Understanding and EDA

- > We will first of all Develop a Python file in which we can clean and visualize data for better understanding of the data.
- > We will drop the less important and irrelevant fields.
- > Check for Dummy variables.
- > We will then plot various types of graphs like Bar, Pie, Scatter, Box Etc.

Model Building

- > We will also build Models by Train Test Split.

Model Evaluation

- > We will evaluate Models and study them, which can help in better and clear understanding of data and make predictions on the results.

Results Generation

- > Once we have generated the potential prospects from variables like Total time spent on website, Total Visits, Occupation, Lead Origin and Lead source, etc

Steps Taken

- > Once the results are generated we can make calls message and answer the queries of hot leads.

Our Target

- > We must focus on the Potential Leads more at this stage and attend their questions and queries and inform them about them about the course and related matter completely so that there is maximum rate of Lead Conversion.