PROBLEM STATEMENT:
X Education sells online courses to industry professionals and Education team needs help in selecting the most promising leads,
that are payable customers as the typical lead conversion rate at X education is around 30% which is on the lesser side.

BASIC SUMMARY:

- **Uploading and observing the data thoroughly to understand different aspects.**

- **Data cleaning and analysis of the same for getting a clear picture. Removal of outliers, for creating a better overview.**

- **Creation of dummy variables for categorical values.**

- **Division of the data set into test and train sections (70%-30% of values).**

- **Use of the Min Max scaling to scale the original numerical variables.**

- **Use of stat model for getting a statistical view of sections and overview of the model.**

- **Selection of features using RFE Recursive Feature Elimination).**

- **Calculation of accuracy sensitivity and specificity matrices for understanding the reliability.**

- **Predicting the optimal cut-off point and observing the values for accuracy, sensitivity and specificity.**

- **Understanding the precision recall matrix.**