

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:
2. EDA:
3. Dummy Variables:
4. Train-Test split:
5. Model Building:
6. Model Evaluation:
7. Prediction:
8. Precision-Recall:

Total time spent on website, total visits, lead source with elements google are the top variables that contribute towards the result. When the lead origin is Lead add format. When their current occupation is as a working professional.

Keeping these in mind the X Education can **gets a lot of leads** as they have a very high chance to get almost all the potential buyers to change their mind and buy their courses.