GLook

General Data Insights

Univariate Analysis

Bivariate Analysis

Trivariate Analysis

Session State:-> `True`

Dataframe Overview

	Prospect ID	Lead Number	Lead Origin	Lead Source	Do Not Email
0	7927b2df-8bba-4d29-b9a2-b6e0beafe620	660,737	API	Olark Chat	No
1	2a272436-5132-4136-86fa-dcc88c88f482	660,728	API	Organic Search	No
2	8cc8c611-a219-4f35-ad23-fdfd2656bd8a	660,727	Landing Page Submission	Direct Traffic	No
3	0cc2df48-7cf4-4e39-9de9-19797f9b38cc	660,719	Landing Page Submission	Direct Traffic	No
4	3256f628-e534-4826-9d63-4a8b88782852	660,681	Landing Page Submission	Google	No
5	2058ef08-2858-443e-a01f-a9237db2f5ce	660,680	API	Olark Chat	No
6	9fae7df4-169d-489b-afe4-0f3d752542ed	660,673	Landing Page Submission	Google	No
7	20ef72a2-fb3b-45e0-924e-551c5fa59095	660,664	API	Olark Chat	No
8	cfa0128c-a0da-4656-9d47-0aa4e67bf690	660,624	Landing Page Submission	Direct Traffic	No
9	af465dfc-7204-4130-9e05-33231863c4b5	660,616	API	Google	No

Data dimensions: 9240 rows, 37 columns

Number of rows: 9240

Number of duplicates: 0

Deep Memory usage: 16.589 MB

Number of features: 37

Number of categorical features: 30

Number of numerical features: 7

Numerical Data Overview

	count	mean	std	min	25%	50%	75%	max
Lead Number	9240.00	617188.44	23406.00	579533.00	596484.50	615479.00	637387.25	660737.00
Converted	9240.00	0.39	0.49	0.00	0.00	0.00	1.00	1.00
TotalVisits	9103.00	3.45	4.85	0.00	1.00	3.00	5.00	251.00
Total Time Spent on Website	9240.00	487.70	548.02	0.00	12.00	248.00	936.00	2272.00
Page Views Per Visit	9103.00	2.36	2.16	0.00	1.00	2.00	3.00	55.00
Asymmetrique Activity Score	5022.00	14.31	1.39	7.00	14.00	14.00	15.00	18.00
Asymmetrique Profile Score	5022.00	16.34	1.81	11.00	15.00	16.00	18.00	20.00

Categorical Data Overview

	count	unique	top	freq
Prospect ID	9240	9240	7927b2df-8bba-4d29-b9a2-	1
Lead Origin	9240	5	Landing Page Submission	4886
Lead Source	9204	21	Google	2868
Do Not Email	9240	2	No	8506
Do Not Call	9240	2	No	9238
Last Activity	9137	17	Email Opened	3437
Country	6779	38	India	6492
Specialization	7802	19	Select	1942
How did you hear abo	7033	10	Select	5043
What is your current o	6550	6	Unemployed	5600

DataFrame Info:

```
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 9240 entries, 0 to 9239
Data columns (total 37 columns):
 #   Column                        Non-Null Count  Dtype
---  ------                        --------------  -----
 0   Prospect ID                   9240 non-null   object
 1   Lead Number                   9240 non-null   int64
 2   Lead Origin                   9240 non-null   object
 3   Lead Source                   9204 non-null   object
 4   Do Not Email                  9240 non-null   object
 5   Do Not Call                   9240 non-null   object
 6   Converted                     9240 non-null   int64
 7   TotalVisits                   9103 non-null   float64
 8   Total Time Spent on Website   9240 non-null   int64
 9   Page Views Per Visit          9103 non-null   float64
 10  Last Activity                 9137 non-null   object
```

```
 11   Country                                       6779 non-null    object
 12   Specialization                                7802 non-null    object
 13   How did you hear about X Education            7033 non-null    object
 14   What is your current occupation              6550 non-null    object
 15   What matters most to you in choosing a course 6531 non-null    object
 16   Search                                        9240 non-null    object
 17   Magazine                                      9240 non-null    object
 18   Newspaper Article                             9240 non-null    object
 19   X Education Forums                            9240 non-null    object
 20   Newspaper                                     9240 non-null    object
 21   Digital Advertisement                         9240 non-null    object
 22   Through Recommendations                       9240 non-null    object
 23   Receive More Updates About Our Courses        9240 non-null    object
 24   Tags                                          5887 non-null    object
 25   Lead Quality                                  4473 non-null    object
 26   Update me on Supply Chain Content             9240 non-null    object
 27   Get updates on DM Content                     9240 non-null    object
 28   Lead Profile                                  6531 non-null    object
 29   City                                          7820 non-null    object
 30   Asymmetrique Activity Index                   5022 non-null    object
 31   Asymmetrique Profile Index                    5022 non-null    object
 32   Asymmetrique Activity Score                   5022 non-null    float64
 33   Asymmetrique Profile Score                    5022 non-null    float64
 34   I agree to pay the amount through cheque      9240 non-null    object
 35   A free copy of Mastering The Interview        9240 non-null    object
 36   Last Notable Activity                         9240 non-null    object
dtypes: float64(4), int64(3), object(30)
memory usage: 2.6+ MB
```

Univariate_Analysis