GLook

General Data Insights

Univariate Analysis

Bivariate Analysis

Trivariate Analysis

Session State:-> `True`

1️⃣ **Univariate Analysis**

Column 1: `Prospect ID`

- Data Type: object

- Number of Unique Values: 9240

- Top 20 Unique Values:

7927b2df-8bba-4d29-b9a2-b6e0beafe620, 22e9d4ef-
d294-4ebf-81c7-7c7a1105aeea, 46befc49-253a-419b-
abea-2fd978d2e2b1, 9d35a2c2-09d8-439f-9875-
0e8bbf267f5a, f0de9371-4dc2-48c2-9785-a08d6fc4fcb5,
446a290f-b78f-413b-8912-d9c79a847e3a, 38826741-ffe2-
4d37-89c4-1140c66c5560, f08604ae-a2fa-4d64-8a42-
a95ff2bddfed, ce9c2fa0-d2ff-493d-82a9-20c81b175b3e,
13e3716d-528a-4e90-a441-51ab1d0184d1, 0047124c-
2a76-4c2d-b4e4-83cb2331dbec, 9608eda6-d8bb-45ec-
ab12-eb3c49d52b0f, 07a52472-4b5d-446f-9048-
ffdc7bc65e96, 804e0cfb-559d-4a63-a635-573f7cfdf441,
65954c34-8ce7-4d9b-8ae0-f15f15bc9055, e02efa11-5bf6-
40ee-9194-75d3fffef1d3, 297fd0fa-69e5-49cf-b794-
94c103e388d7, f4217ab4-81fd-42d9-a9b4-f8bbfaf1578b,
b3af7901-09d8-49b7-803f-1cd1e1e8878a, 7bcca8a9-
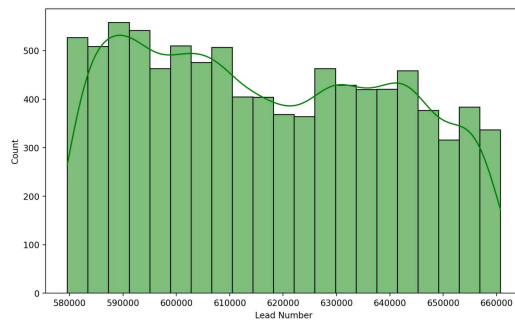60ab-4a36-a7f9-cd85aeb10a70
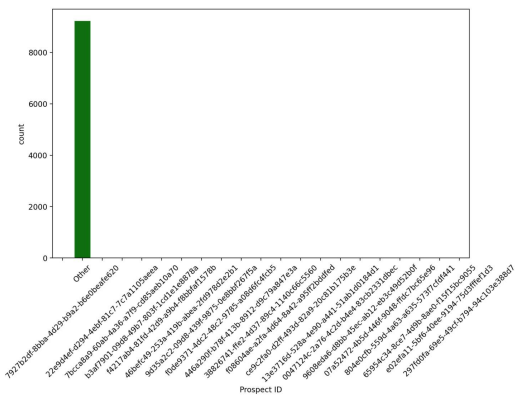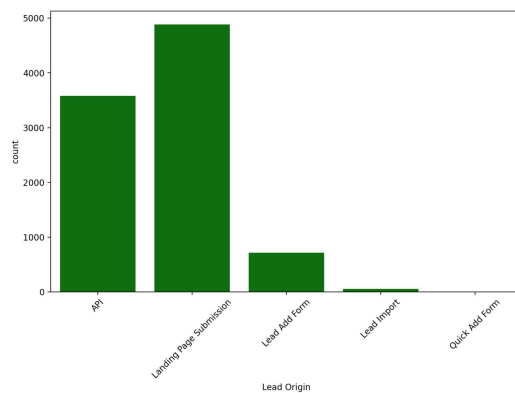

More Info	⌄

Column 2: `Lead Number`

- Data Type: int64

- Mean: 617188.4356060605

- Standard Deviation: 23405.99569848

- Min Value: 579533

- Max Value: 660737

More Info ⌄

Column 3: `Lead Origin`

- Data Type: object

- Number of Unique Values: 5

- Unique Values: API, Landing Page Submission, Lead Add Form, Lead Import, Quick Add Form

More Info ⌄

Column 4: `Lead Source`

- Data Type: object

- Number of Unique Values: 21

- Top 20 Unique Values:

Google, Direct Traffic, Olark Chat, Organic Search, Reference, Welingak Website, Referral Sites, Facebook, bing, google, Click2call, Press_Release, Social Media, Live Chat, youtubechannel, testone, Pay per Click Ads, welearnblog_Home, WeLearn, blog
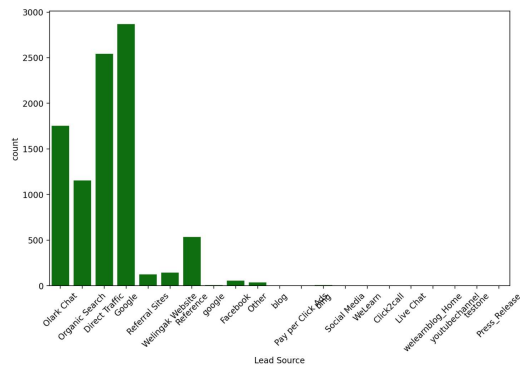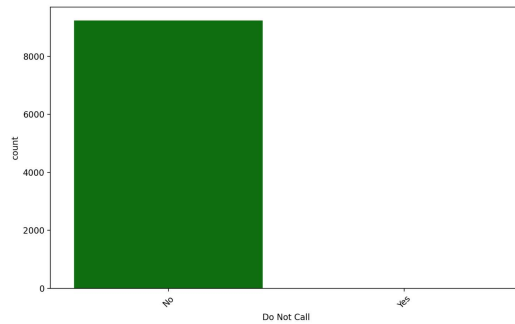

More Info ⌄

Column 5: `Do Not Email`

- Data Type: object

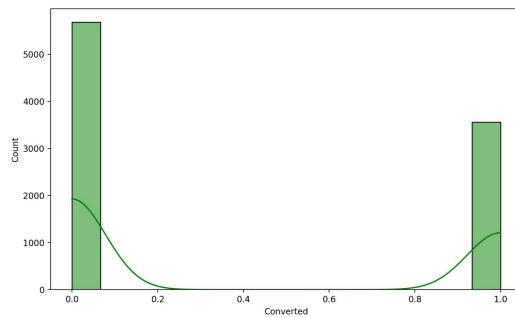- Number of Unique Values: 2

- Unique Values: No, Yes
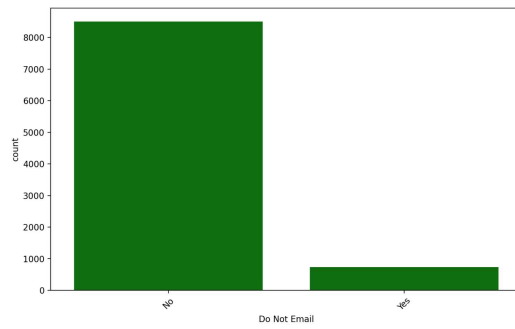
More Info ⌄

Column 6: Do Not Call

- Data Type: object

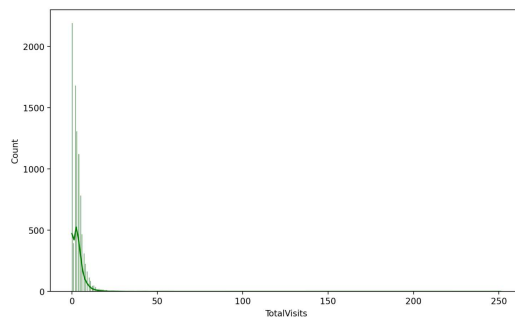- Number of Unique Values: 2

- Unique Values: No, Yes

More Info ⌄

Column 7: Converted

- Data Type: int64

- Mean: 0.3853896103896104

- Standard Deviation: 0.48671356674088834

- Min Value: 0

- Max Value: 1

More Info ⌄

Column 8: TotalVisits

- Data Type: float64

- Mean: 3.445237833681204

- Standard Deviation: 4.854852697153891

- Min Value: 0.0
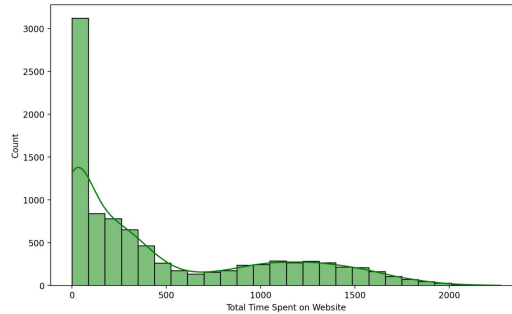
- Max Value: 251.0

> More Info ⌄

Column 9: `Total Time Spent on Website`

- Data Type: int64

- Mean: 487.6982683982684

- Standard Deviation: 548.0214662963715
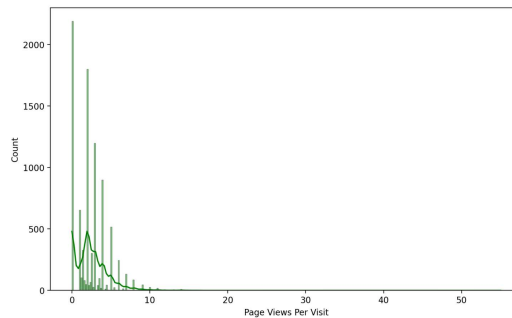
- Min Value: 0

- Max Value: 2272

> More Info ⌄

Column 10: `Page Views Per Visit`

- Data Type: float64

- Mean: 2.3628199494672084

- Standard Deviation: 2.16141775455899

- Min Value: 0.0

- Max Value: 55.0

> More Info ⌄

Column 11: `Last Activity`

- Data Type: object

- Number of Unique Values: 17

- Unique Values: Page Visited on Website, Email Opened, Unreachable, Converted to Lead, Olark Chat Conversation, Email Bounced, Email Link Clicked, Form Submitted on Website, Unsubscribed, Had a Phone Conversation, View in browser link Clicked, nan, Approached upfront, SMS Sent, Visited Booth in Tradeshow, Resubscribed to emails, Email Received, Email Marked Spam
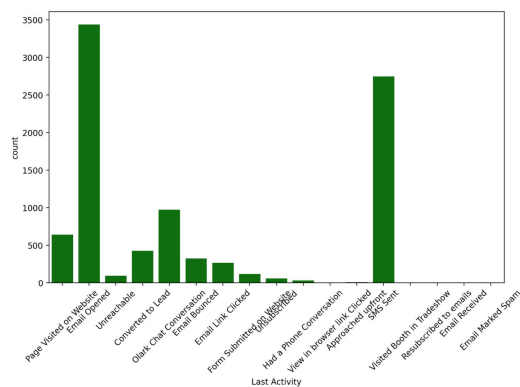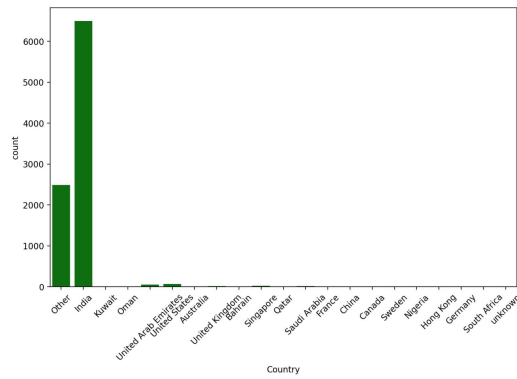

> More Info ⌄

Column 12: `Country`

- Data Type: object

- Number of Unique Values: 38

- Top 20 Unique Values:

India, United States, United Arab Emirates, Singapore, Saudi Arabia, United Kingdom, Australia, Qatar, Hong Kong, Bahrain, Oman, France, unknown, South Africa, Nigeria, Germany, Kuwait, Canada, Sweden, China
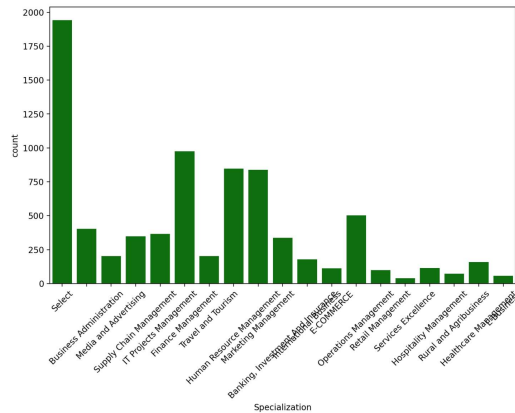

More Info ⌄

Column 13: Specialization

- Data Type: object

- Number of Unique Values: 19

- Unique Values: Select, Business Administration, Media and Advertising, nan, Supply Chain Management, IT Projects Management, Finance Management, Travel and Tourism, Human Resource Management, Marketing Management, Banking, Investment And Insurance, International Business, E-COMMERCE, Operations Management, Retail Management, Services Excellence, Hospitality Management, Rural and Agribusiness, Healthcare Management, E-Business
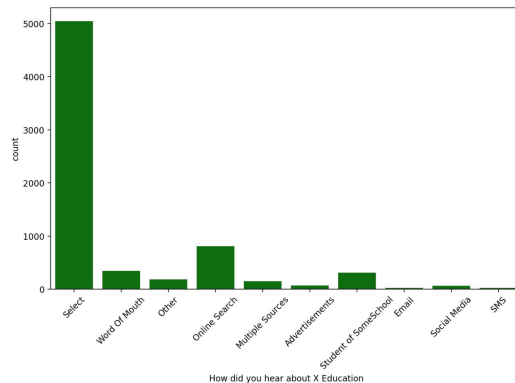

More Info ⌄

Column 14: How did you hear about X Education

- Data Type: object

- Number of Unique Values: 10

- Unique Values: Select, Word Of Mouth, Other, nan, Online Search, Multiple Sources, Advertisements, Student of SomeSchool, Email, Social Media, SMS
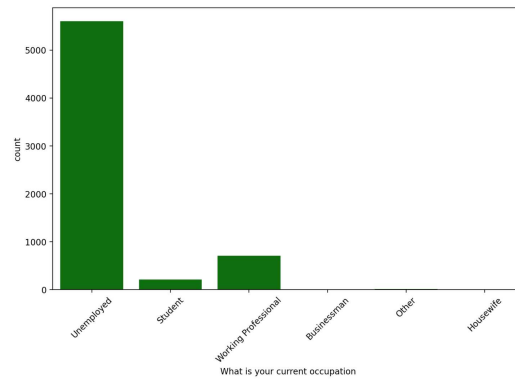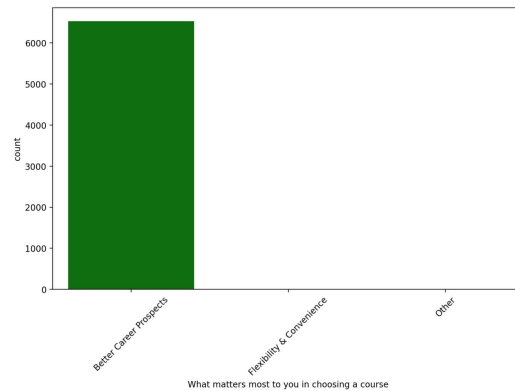

More Info ⌄

Column 15: What is your current occupation

- Data Type: object

- Number of Unique Values: 6

- Unique Values: Unemployed, Student, nan, Working Professional, Businessman, Other, Housewife
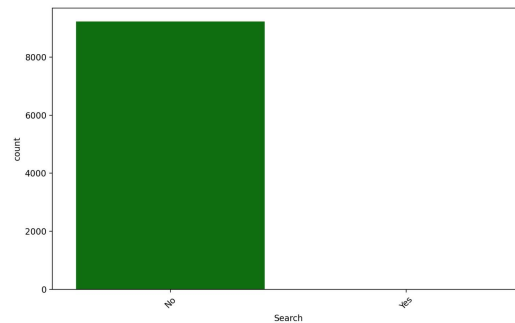

More Info	⌄

Column 16: What matters most to you in choosing a course

- Data Type: object

- Number of Unique Values: 3

- Unique Values: Better Career Prospects, nan, Flexibility & Convenience, Other

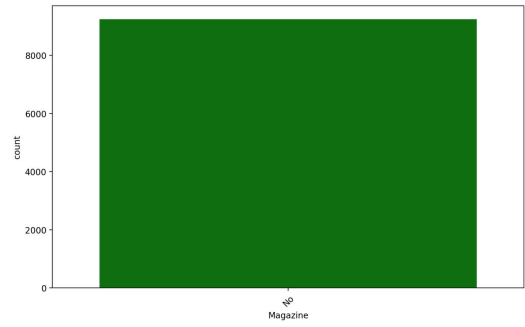| More Info	⌄

Column 17: Search

- Data Type: object

- Number of Unique Values: 2

- Unique Values: No, Yes

More Info	⌄

Column 18: Magazine
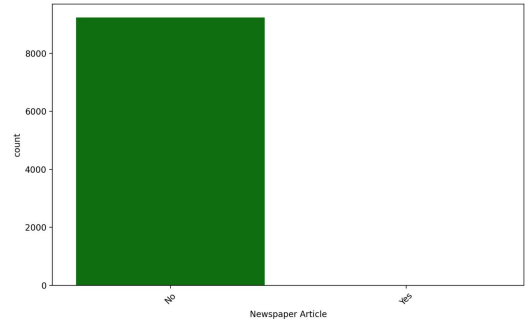
- Data Type: object

- Number of Unique Values: 1

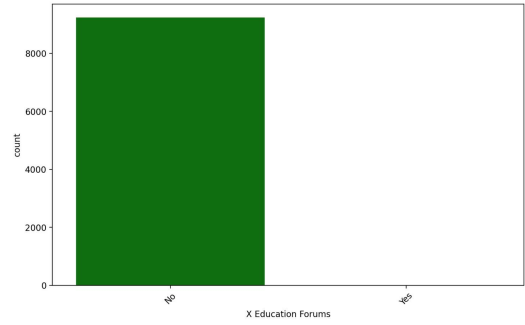- Unique Values: No

More Info ⌄

Column 19: `Newspaper Article`

- Data Type: object

- Number of Unique Values: 2

- Unique Values: No, Yes
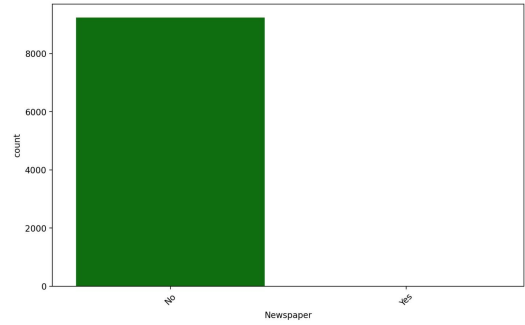

More Info ⌄

Column 20: `X Education Forums`

- Data Type: object

- Number of Unique Values: 2

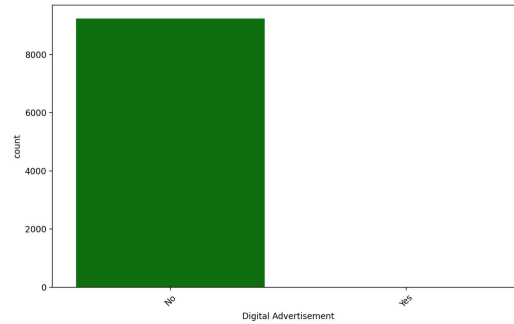- Unique Values: No, Yes

More Info ⌄

Column 21: `Newspaper`

- Data Type: object

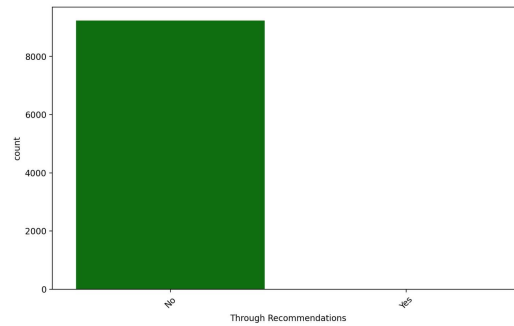- Number of Unique Values: 2

- Unique Values: No, Yes

More Info ⌄

Column 22: `Digital Advertisement`

- Data Type: object

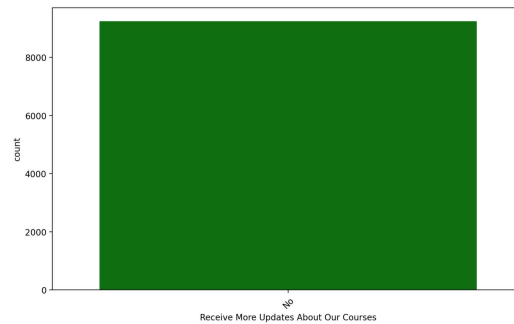- Number of Unique Values: 2

- Unique Values: No, Yes

More Info ⌄

Column 23: `Through Recommendations`

- Data Type: object

- Number of Unique Values: 2

- Unique Values: No, Yes

More Info ⌄

Column 24: `Receive More Updates About Our Courses`

- Data Type: object

- Number of Unique Values: 1

- Unique Values: No
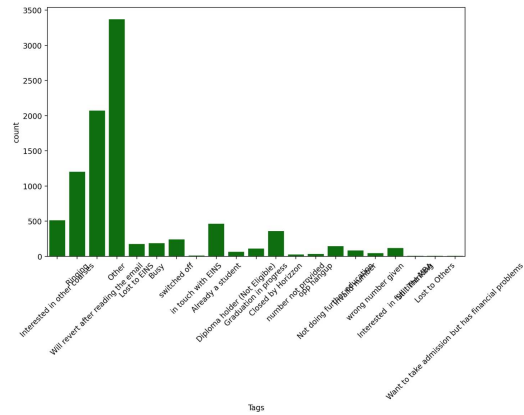

More Info ⌄

Column 25: `Tags`

- Data Type: object

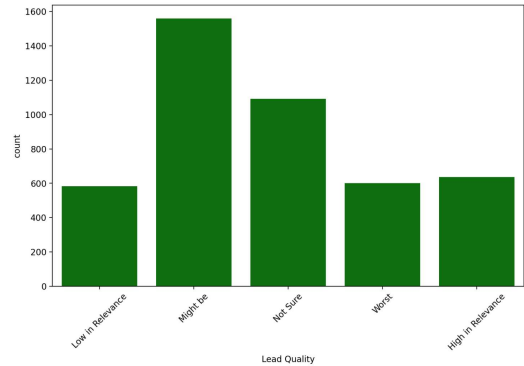- Number of Unique Values: 26

- Top 20 Unique Values:

Will revert after reading the email, Ringing, Interested in other courses, Already a student, Closed by Horizzon, switched off, Busy, Lost to EINS, Not doing further education, Interested in full time MBA, Graduation in progress, invalid number, Diploma holder (Not Eligible), wrong number given, opp hangup, number not provided, in touch with EINS, Lost to Others, Still Thinking, Want to take admission but has financial problems

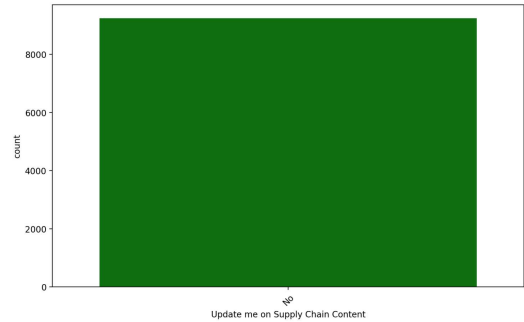| More Info	⌄

Column 26: Lead Quality

- Data Type: object

- Number of Unique Values: 5

- Unique Values: Low in Relevance, nan, Might be, Not Sure, Worst, High in Relevance

More Info	⌄

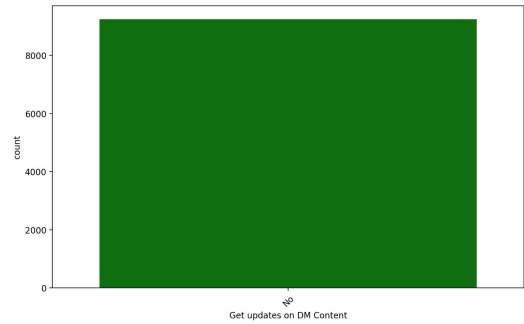## Column 27: Update me on Supply Chain Content

- Data Type: object

- Number of Unique Values: 1

- Unique Values: No

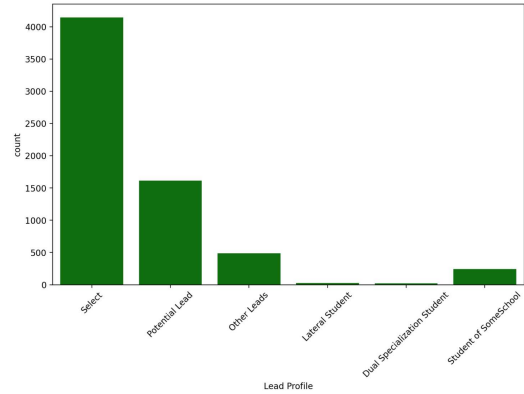| More Info	⌄

Column 28: Get updates on DM Content

- Data Type: object

- Number of Unique Values: 1

- Unique Values: No

More Info	⌄

Column 29: `Lead Profile`
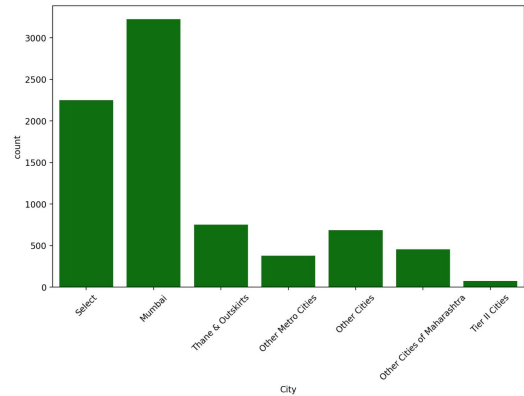
- Data Type: object

- Number of Unique Values: 6

- Unique Values: Select, Potential Lead, nan, Other Leads, Lateral Student, Dual Specialization Student, Student of SomeSchool
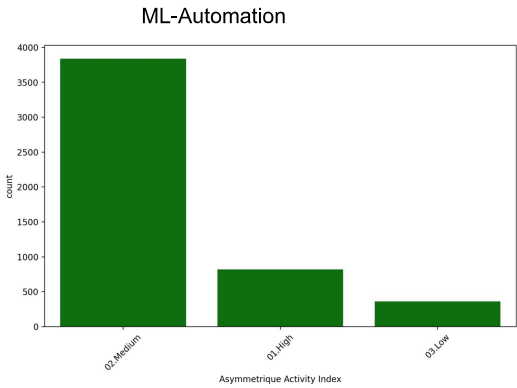

More Info	⌄

Column 30: `City`

- Data Type: object

- Number of Unique Values: 7

- Unique Values: Select, Mumbai, nan, Thane & Outskirts, Other Metro Cities, Other Cities, Other Cities of Maharashtra, Tier II Cities

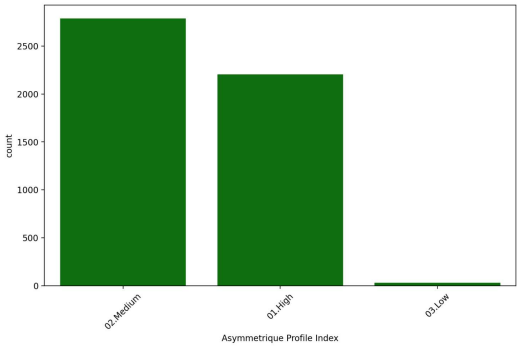| More Info	⌄

Column 31: `Asymmetrique Activity Index`

- Data Type: object

- Number of Unique Values: 3

- Unique Values: 02.Medium, 01.High, 03.Low, nan

More Info	⌄

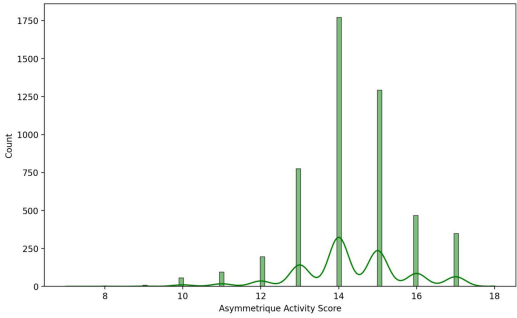## Column 32: `Asymmetrique Profile Index`

- Data Type: object

- Number of Unique Values: 3

- Unique Values: 02.Medium, 01.High, 03.Low, nan

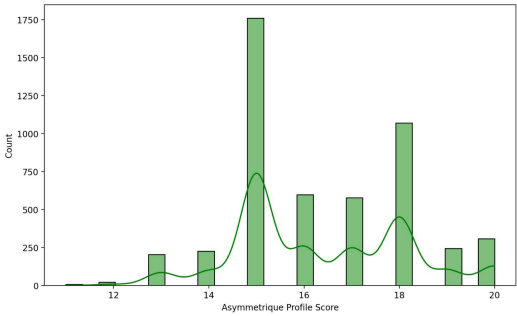| More Info	⌄

Column 33: `Asymmetrique Activity Score`

- Data Type: float64

- Mean: 14.306252489048187

- Standard Deviation: 1.3866940788802307

- Min Value: 7.0

- Max Value: 18.0

More Info	⌄

Column 34: `Asymmetrique Profile Score`

- Data Type: float64

- Mean: 16.344882516925527

- Standard Deviation: 1.8113950033971062

- Min Value: 11.0
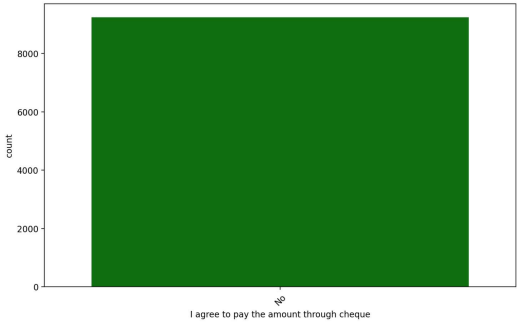
- Max Value: 20.0

More Info	⌄

Column 35: I agree to pay the amount through cheque

- Data Type: object

- Number of Unique Values: 1
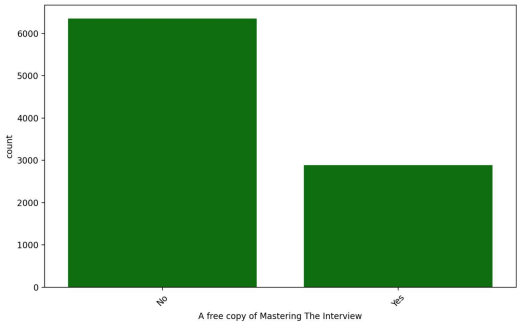
- Unique Values: No

More Info	⌄

Column 36: A free copy of Mastering The Interview

- Data Type: object

- Number of Unique Values: 2

- Unique Values: No, Yes

More Info	⌄

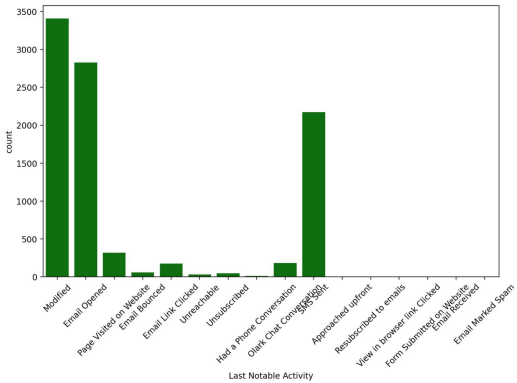## Column 37: Last Notable Activity

- Data Type: object

- Number of Unique Values: 16

- Unique Values: Modified, Email Opened, Page Visited on Website, Email Bounced, Email Link Clicked, Unreachable, Unsubscribed, Had a Phone Conversation, Olark Chat Conversation, SMS Sent, Approached upfront, Resubscribed to emails, View in browser link Clicked, Form Submitted on Website, Email Received, Email Marked Spam

More Info	⌃

Insights   Donut chart

Insights   Frequency   First 5 Sample
                                                   Rows

Approximate Distinct Count: 16

ML-Automation

Approximate Unique (%): 0.17%

Missing: 0

Missing (%): 0.00%

Memory Size: 622174

Last Notable Activity	count
Modified	3,407
Email Opened	2,827
SMS Sent	2,172
Page Visited on Website	318
Olark Chat Conversation	183

	Last Notable Activity
0	Modified
1	Email Opened
2	Email Opened
3	Modified
4	Modified