

TEST SET

The accuracy score we found was 0.82, precision 0.75, and recall 0.75 approximately.

This shows that our test prediction is having accuracy, precision, and recall scores in an acceptable range.

This also shows that our model is stable with good accuracy and recall/sensitivity.

Lead score is created on test dataset to identify hot leads – high the lead score higher the chance of conversion, low the lead score lower the chance of getting converted.

Final verdict:

It was found that the variables that mattered the most in the potential buyers are (In descending order) :

The total time spent on the Website.

Total number of visits.

When the lead source was:

Google

Direct traffic

Organic search

Welingak website

When the last activity was:

SMS

Olark chat conversation

When the lead origin is Lead add format.

When their current occupation is as a working professional.

X Education can flourish as they have a very high chance to get almost all the potential buyers to change their mind and buy their courses.