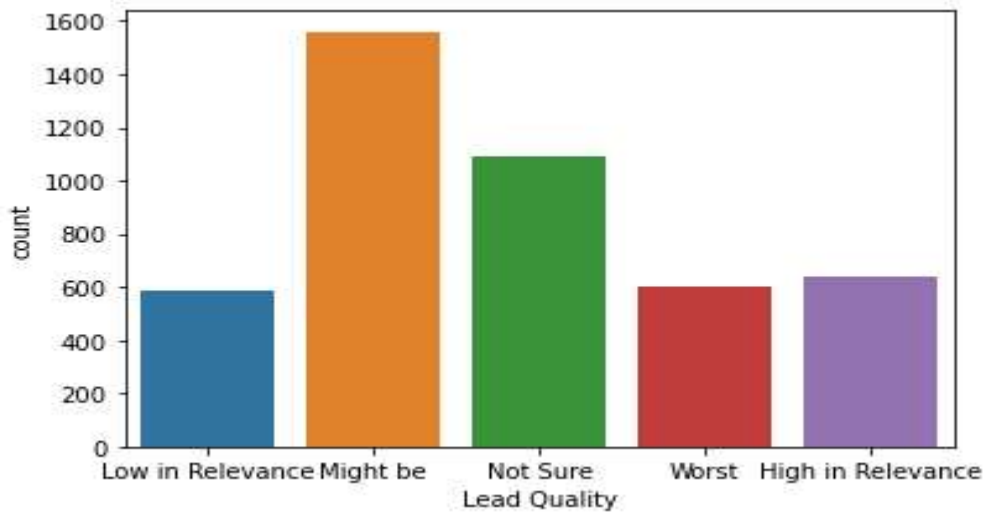
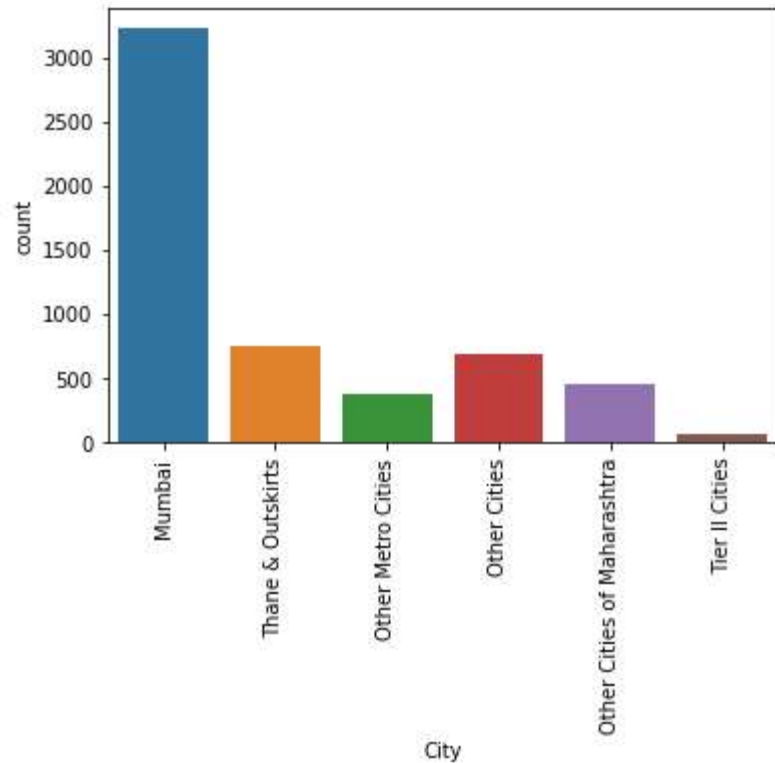


# Lead Quality



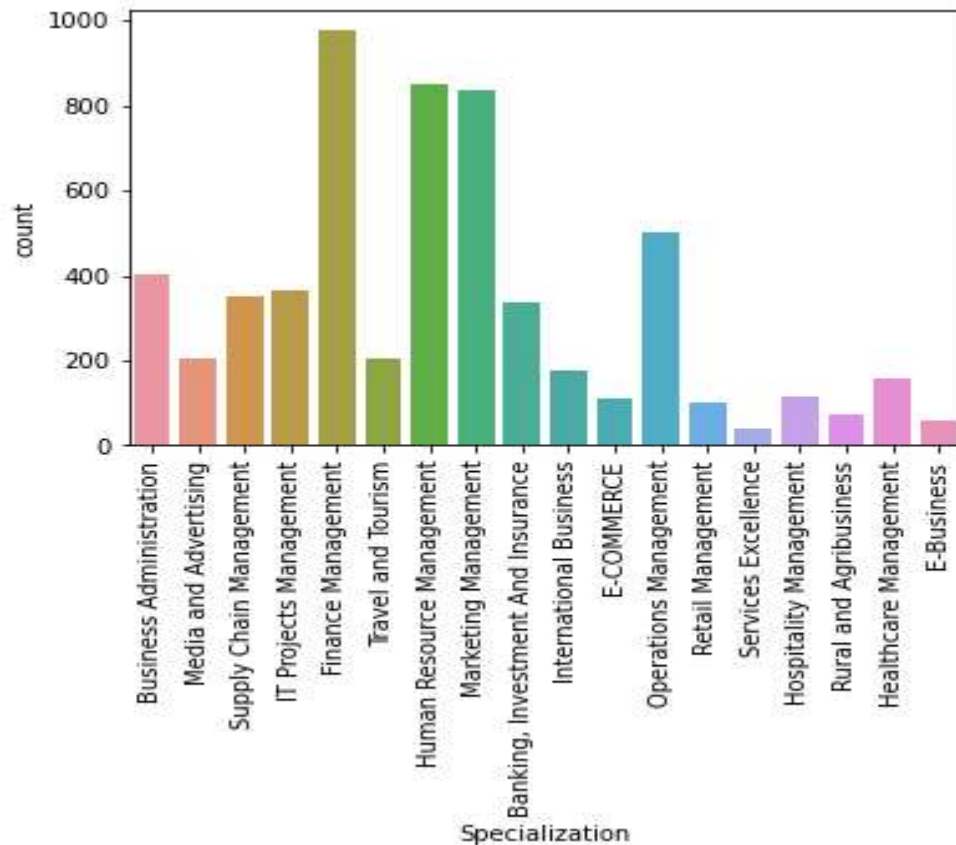
- Might be and Not sure have highest counts
- Rest of the counts are lower than average

# Lead Cities



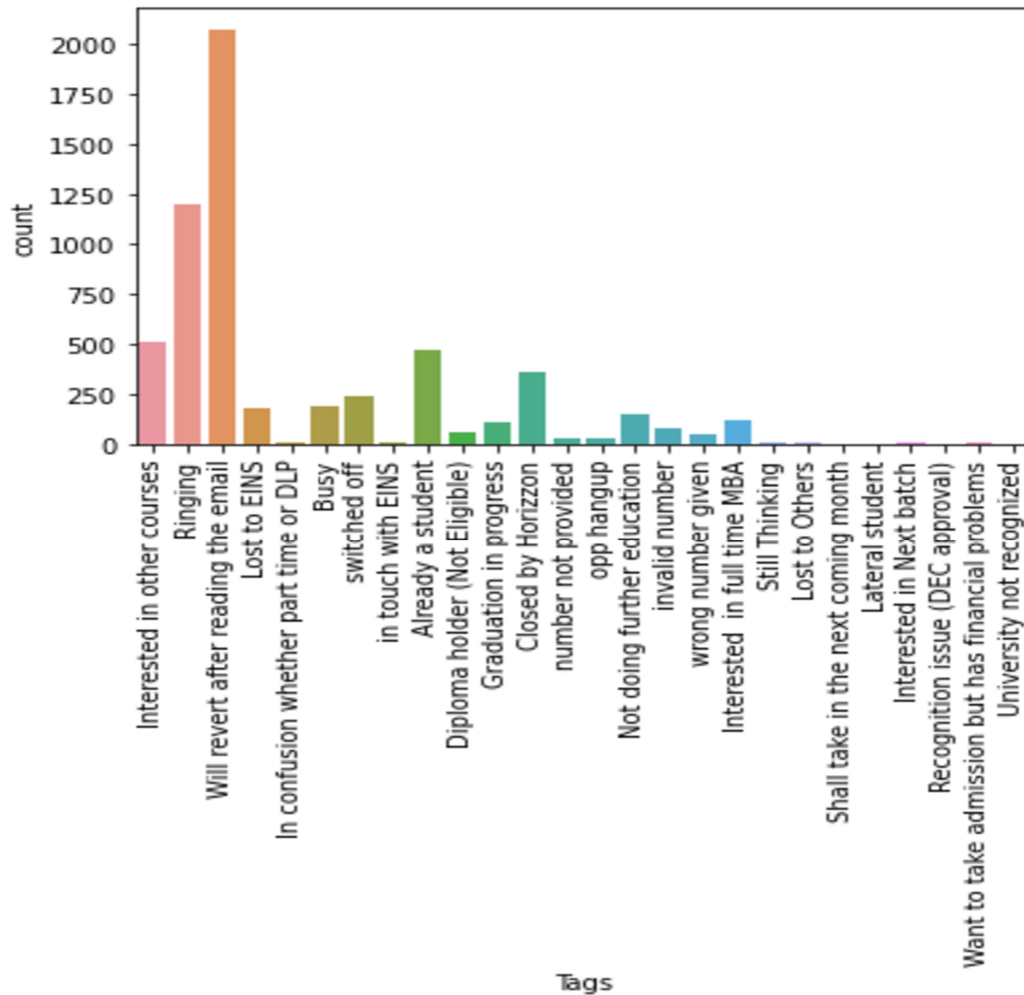
- Mumbai provides maximum data
- Rest of the cities are lower than average

# Lead Courses



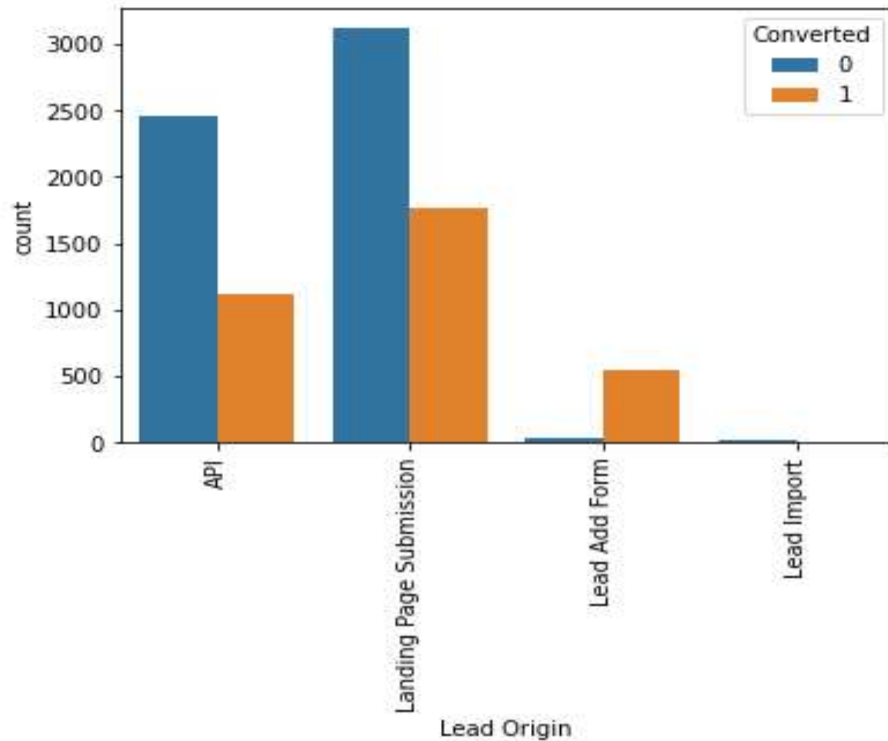
- Finance, HR, Marketing & Operations have highest counts
- No directional inputs

# Lead Outcomes



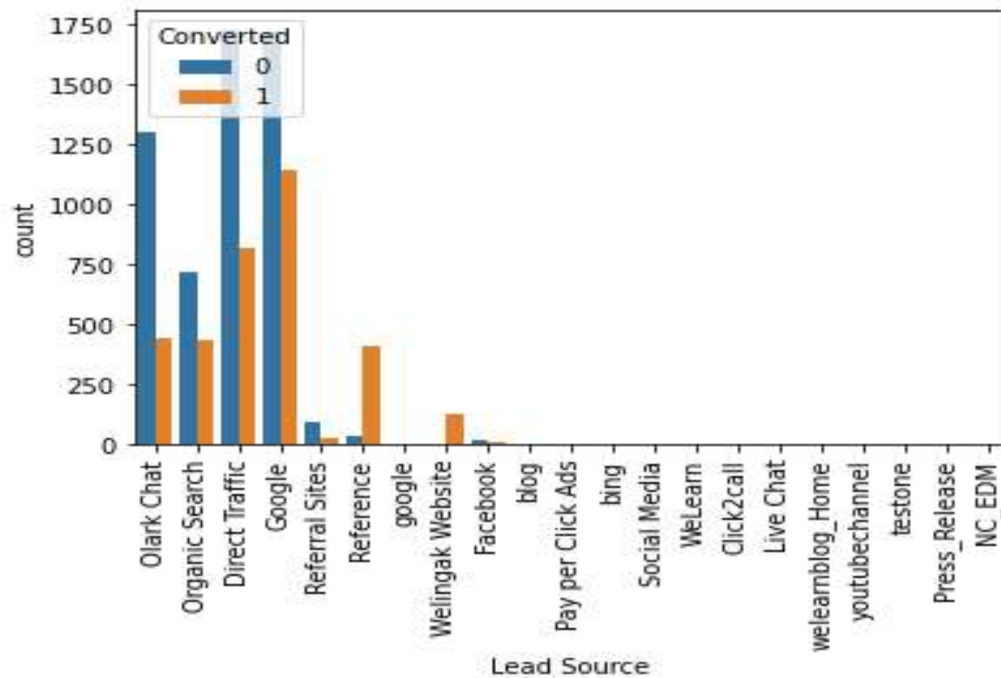
- Ringing and Revert after reading email have highest outcomes
- No directional input

# Lead Conversion



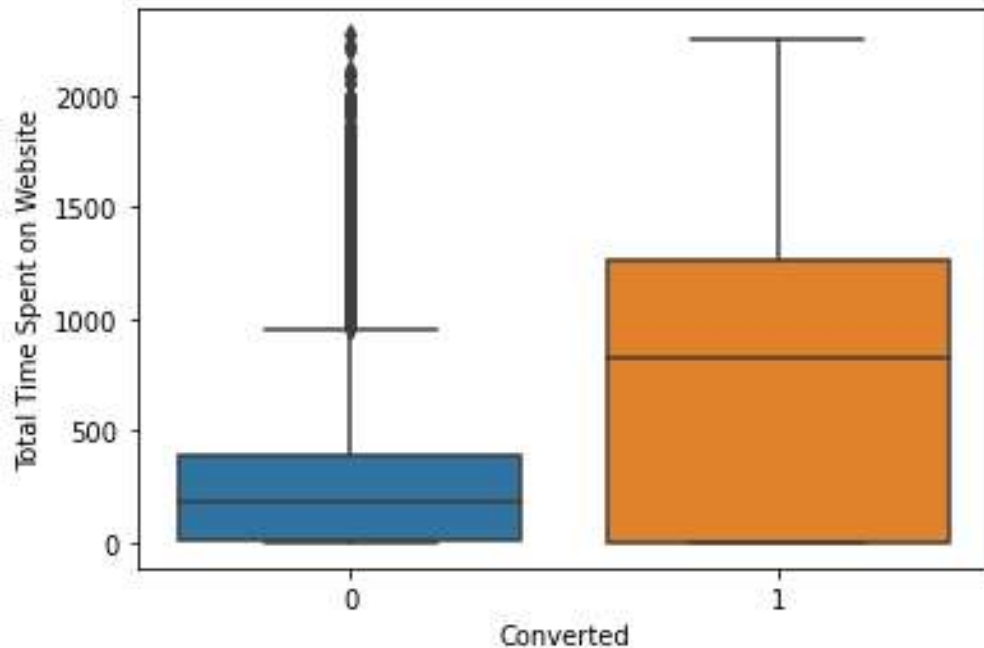
- Landing page submission and API generated maximum conversions

# Lead Source



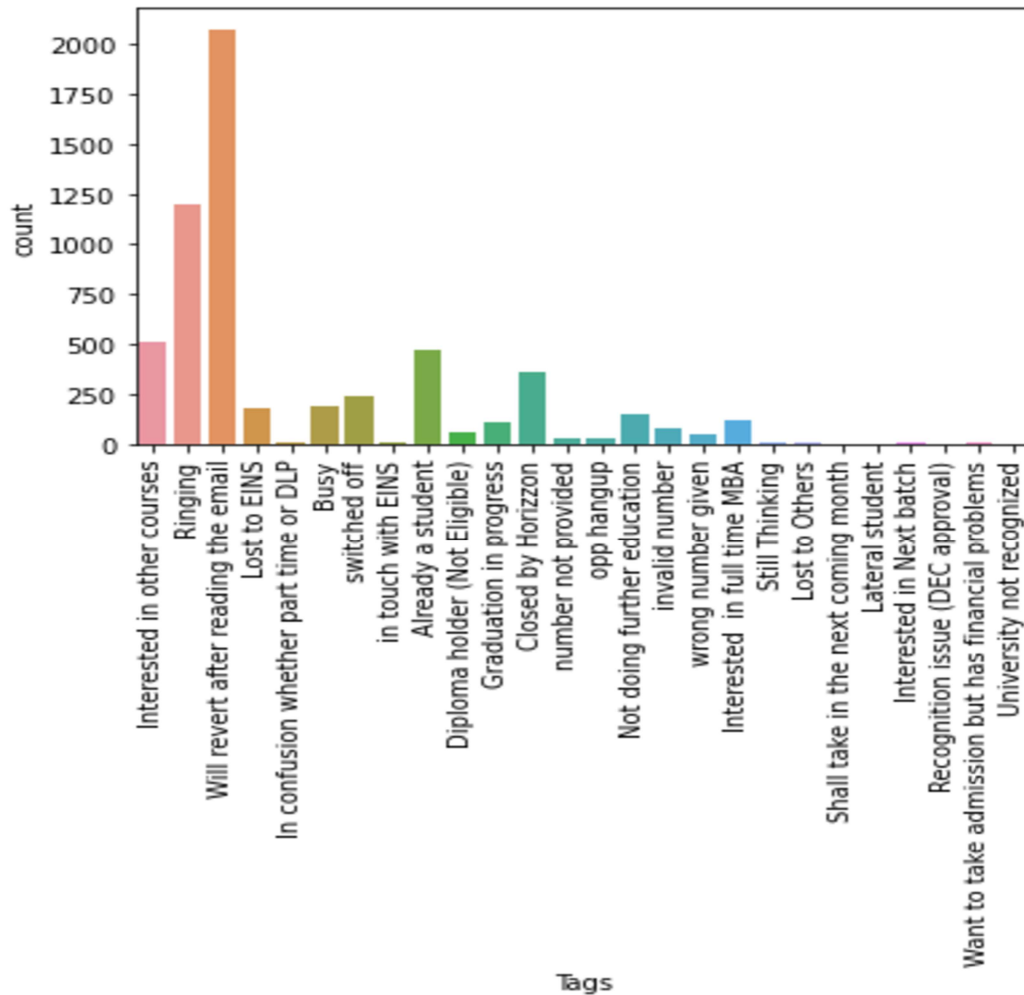
- Google and Direct Traffic generate most conversion

# Lead Time spent



Leads spending more time have better conversion rate Website could provide more information to help leads better Generic Survey could help understand requirements for leads on Website

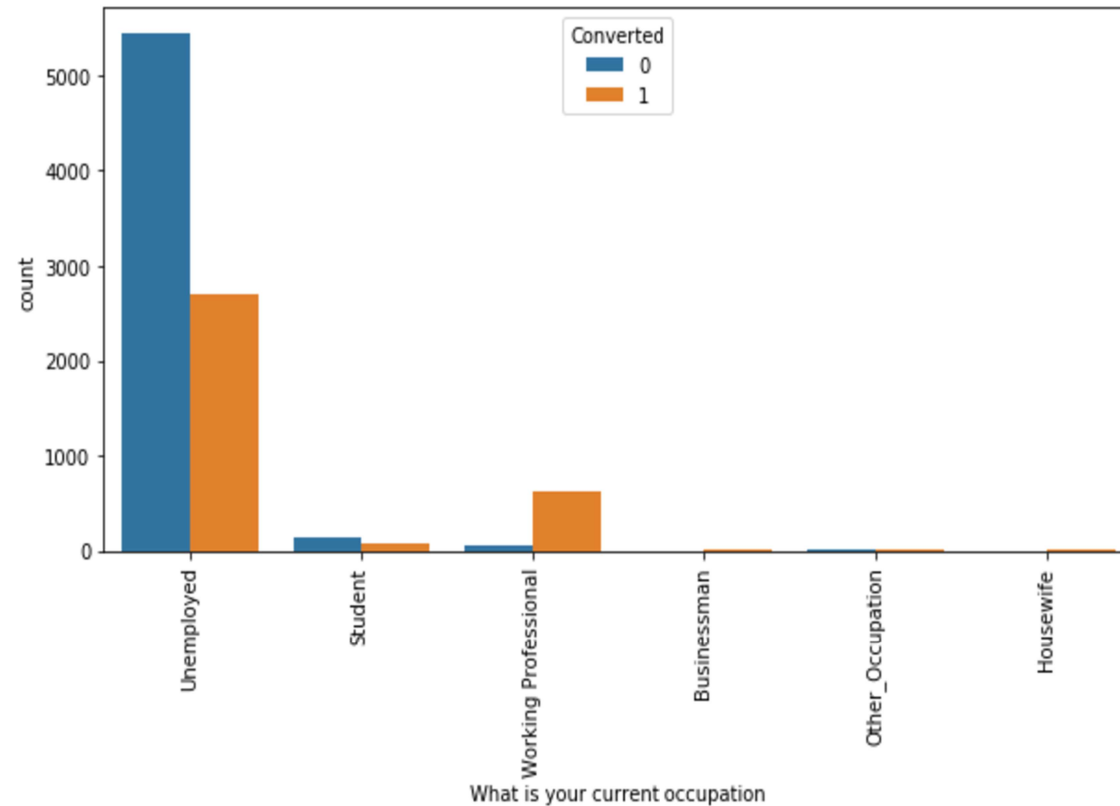
# Lead Outcomes



- Ringing and Revert after reading email have highest outcomes
- No directional input



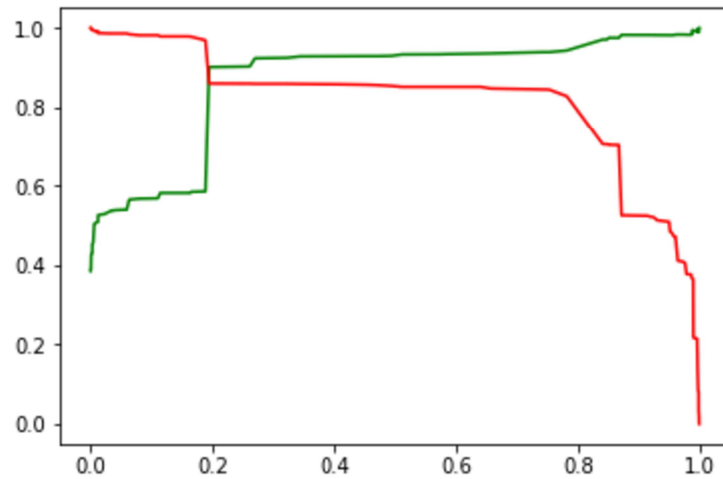
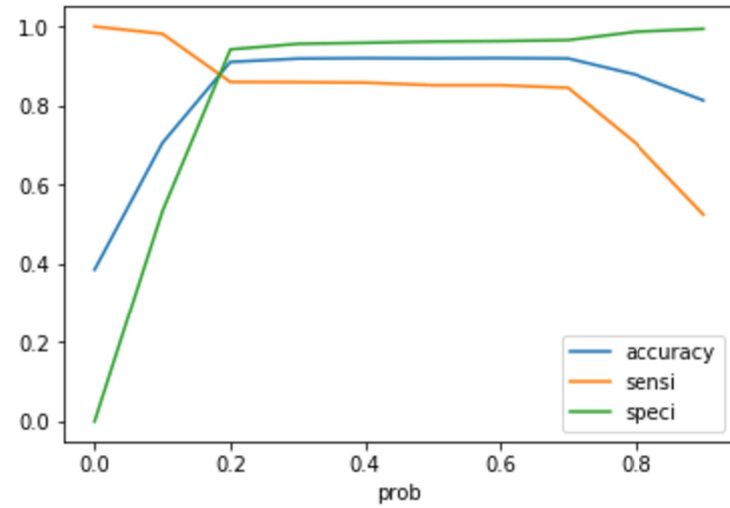
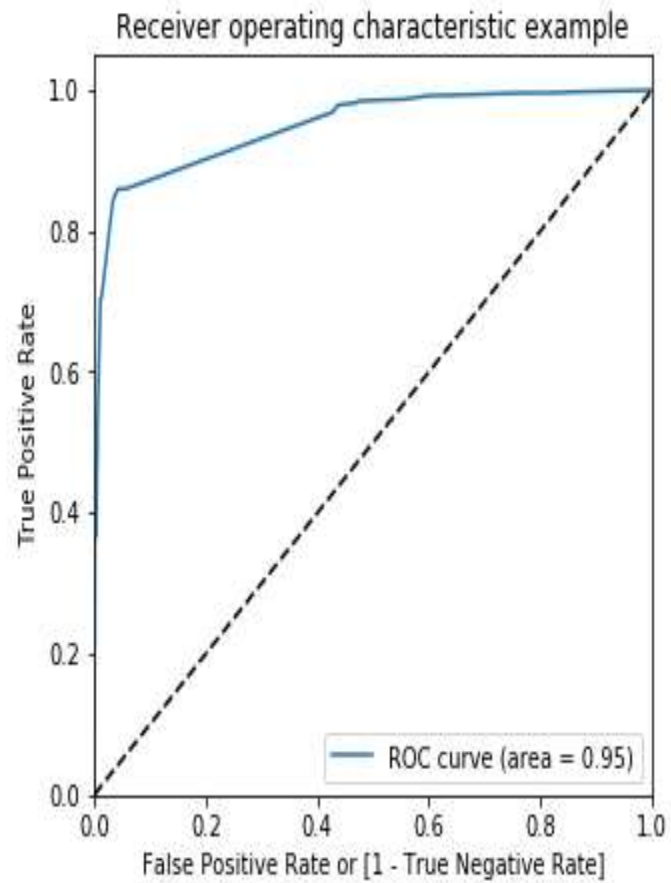
# Lead Occupation



Working Professionals going for the course have high chances of joining it.

Unemployed leads are the most in numbers but has around 30-35% conversion rate.

## Model Outcome on Test Data



## Model Outcome on predicted

Overall Accuracy 89%

Sensitivity – 82%

Specificity – 92%

## Overall Observations

API and Landing page Submission has highest leads  
Lead Add Form has highest conversion  
conversion for API and Landing page is about 30%

Direct Traffic and Google generate Maximum Leads  
Most of the customers are self reliant in choosing courses based on Google and Direct Traffic  
Olark, Organic Search, Referral Sites and Welingak website could generate more leads, resulting in better success rate

Leads spending more time have better conversion rate  
Website could provide more information to help leads better  
Generic Survey could help understand requirements for leads on Website

SMS sent, Email Opened, Chat Conversion have good leads and conversion  
SMS Sent and email opened has highest conversion  
other communication and information options should be more informative

Other Specialization has most leads, directing towards no solid plan for future  
These customer might not need specialization but market overview about what they are interested in