

Summary:-

Problem Statement: Our goal is to identify factors that influence the customer conversion to a professional training course offered online. Understanding these factors will allow us to target effective marketing strategies and improve enrollment rates.

Analysis Approach:

1. Data Cleaning: We cleaned and organized the data, handling missing values, outliers, and categorical variables.
2. Feature Engineering: We created new features based on existing ones, like engagement ratios and visit/conversion ratios.
3. Model Building and Selection: We built two logistic regression models: one with all features and one using RFE feature selection. We compared their performance on unseen test data.
4. Model Interpretation: We analyzed the coefficients of the final model to understand the relative importance and direction of influence of each feature on conversion.

Results:

We identified key factors influencing conversion.

- Website engagement: Higher total visits, longer time spent on website, and more page views per visit led to increased conversion.
- Users from country India and city show higher conversion rates.
- Customer that spent longer Total time Spent on Website". These are customers which seems more interested and may get converted into leads.
- Total visits: - repeated visits shows that interns might be able to convince them.
- Lead Source: - People who are referred have high chances of getting converted to lead.

Conclusion:

This analysis successfully identified key factors influencing lead conversion for the professional training course. By focusing on website engagement, targeting relevant user segments and optimizing marketing efforts in Mumbai we can potentially increase enrollment rates and drive business growth.