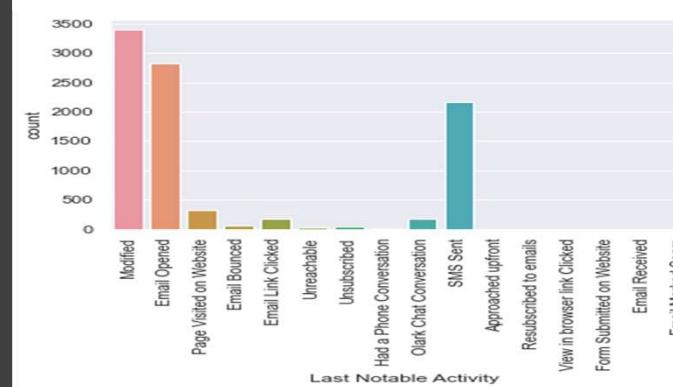
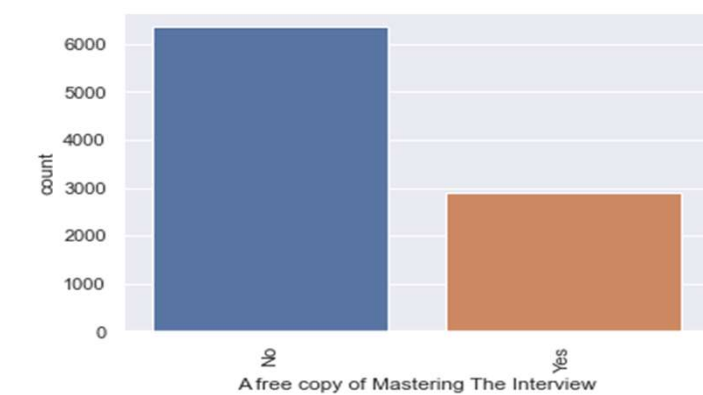
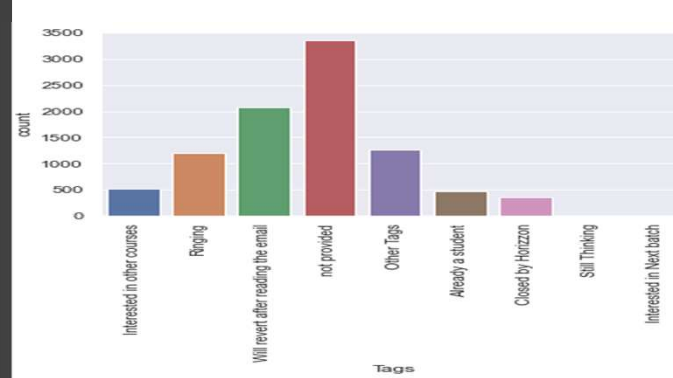
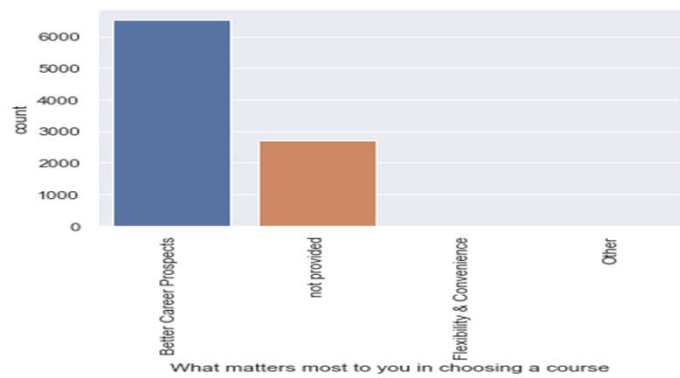
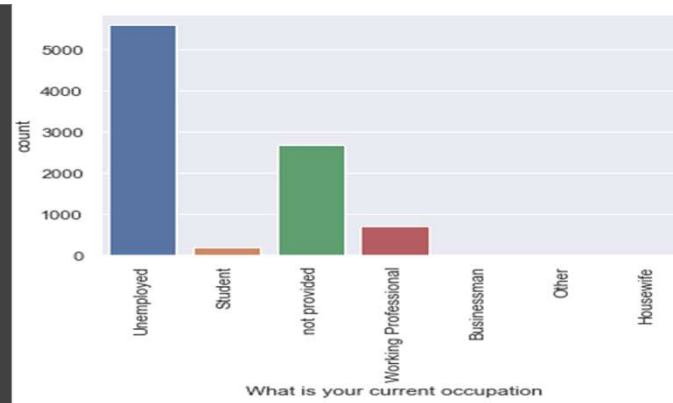
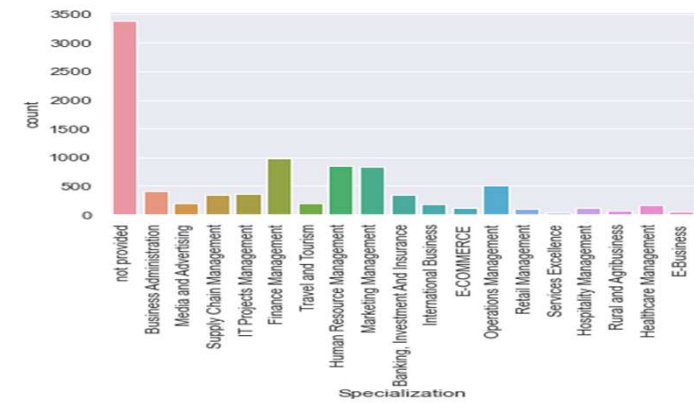
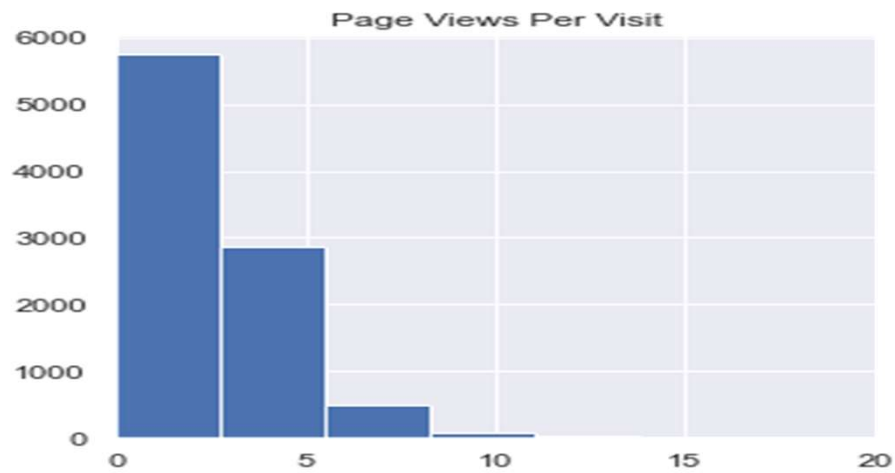
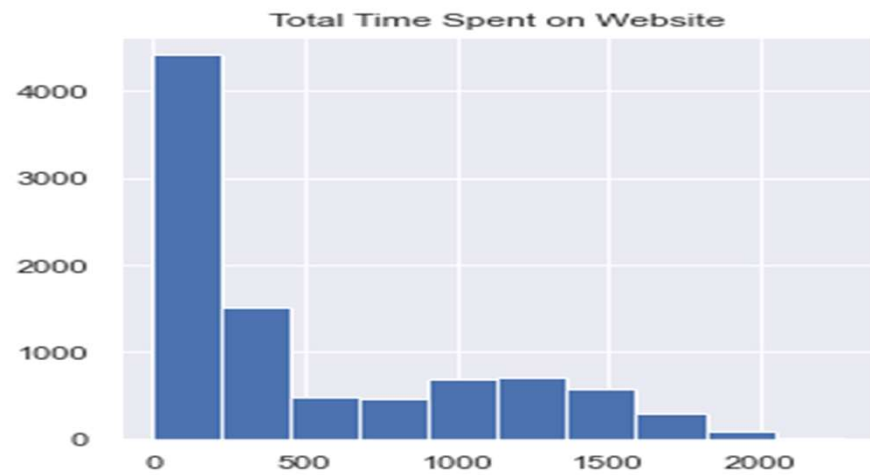
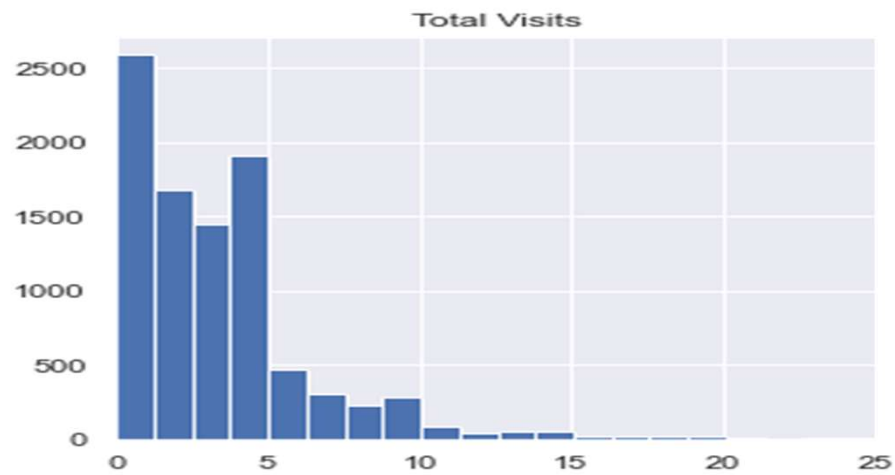


Uni/Bi Variate Analysis

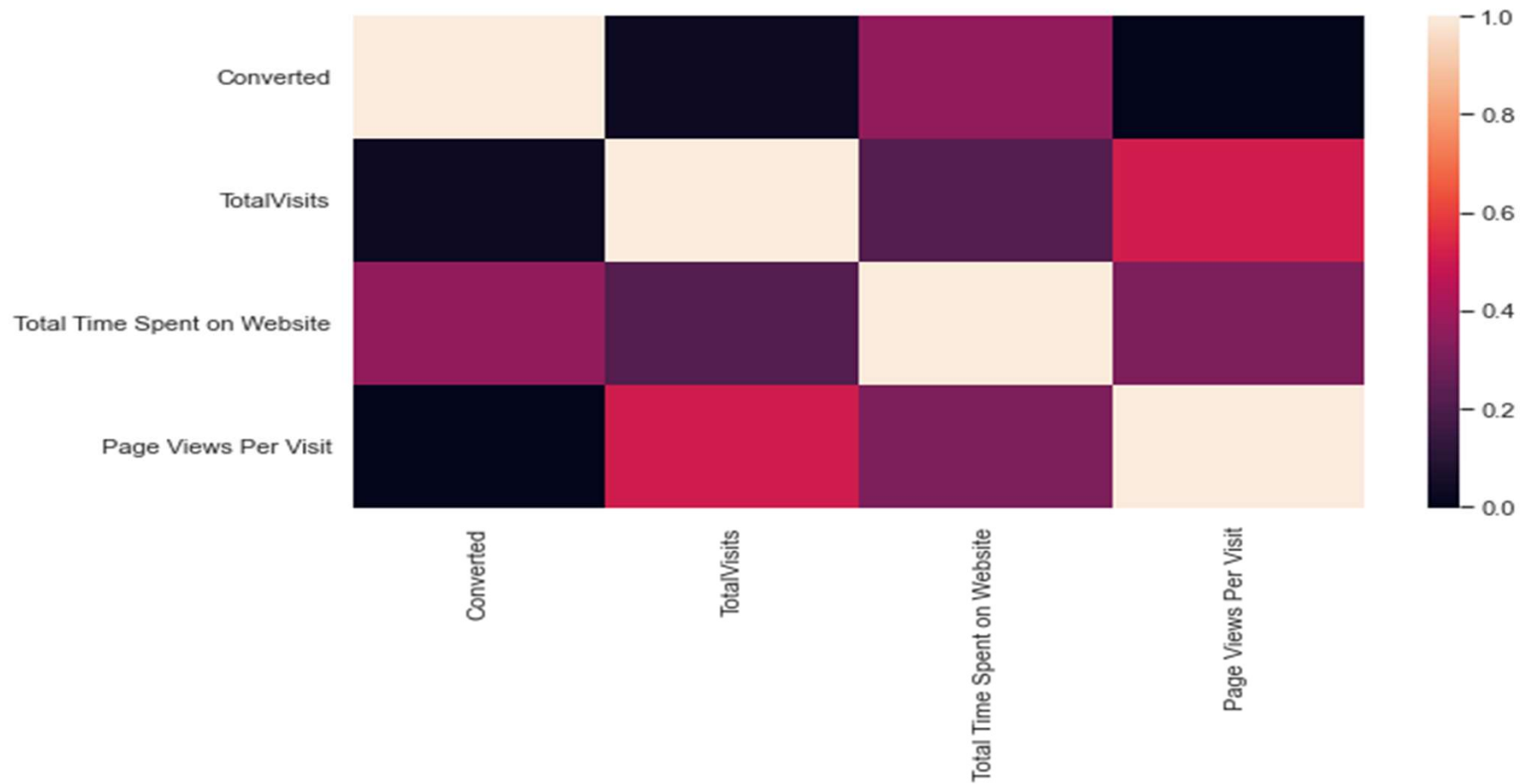


Uni/Bi Variate Analysis

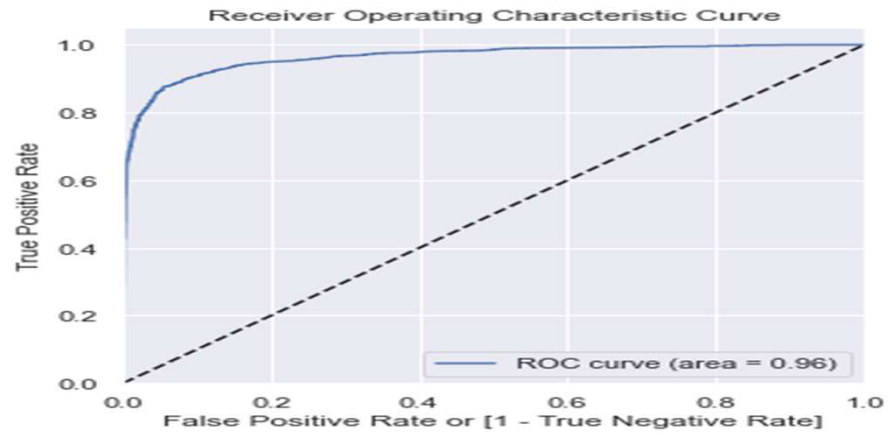
Checking Numerical Data



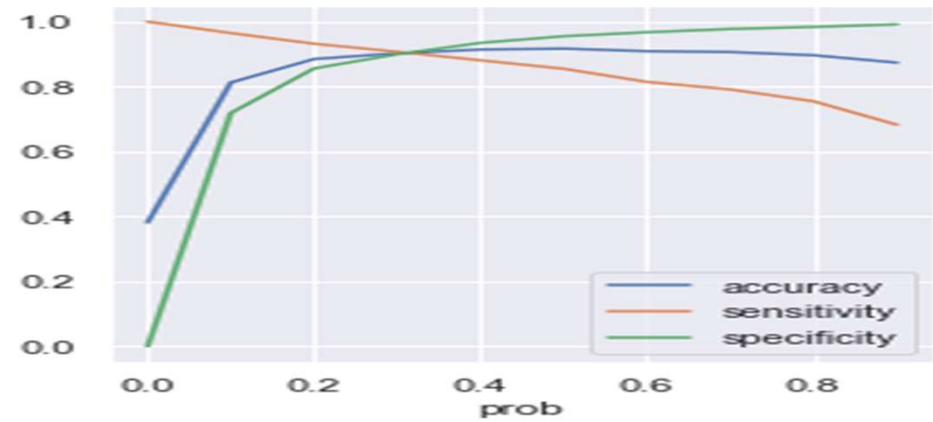
Heat Map to Find Correlation among Variables



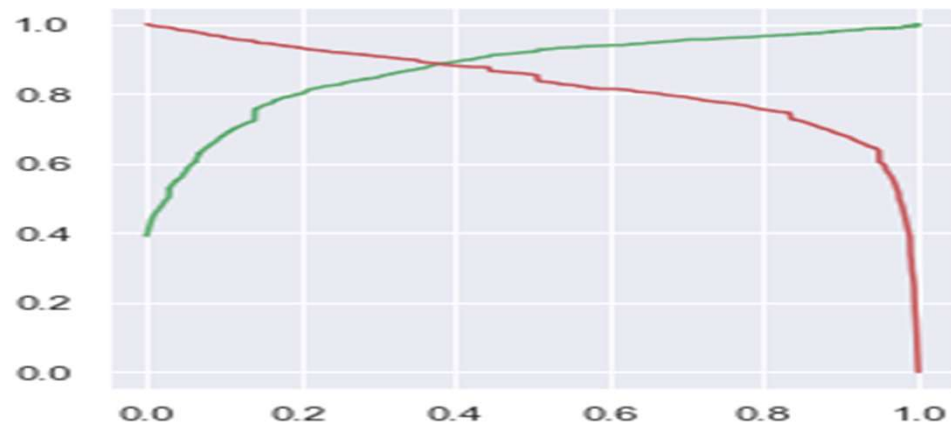
ROC Curve



Accuracy, Sensitivity & Specificity



Precision & Recall Tradeoff



Conclusion :

The below variables play a vital role in choosing the potential buyers :

- **What matters most to you in choosing a course.**
- **Tags will revert after reading the email.**
- **Last notable activity modified.**
- **Tags – Other Tags & Ringing**
- **Last Activity – SMS Sent & Olark Chat Conversation**
- **Occupation – Working Professional.**
- **Lead Origin – Lead Import**

Highlights :

- 1. The conversion rate improved after model building to 82.09%.**
- 2. We are successful in targeting the lead conversion rate to be even higher than 80% as demanded by the CEO of X Education.**
- 3. Keeping these in mind X Education can flourish as they have a high chance to get almost all the potential buyers to convince to buy their courses.**