Summary Report

X Education sells online courses to industry professionals. The typical lead conversion rate at X education is around 30%. The X Education wants to identify Hot Leads so their conversion rate increases.

Data Cleaning : Cleaning of data was done where columns with constant values were dropped and also values such as 'Select' was renamed. Some rows were also dropped to make sure the data is clean.

EDA: The data analysis were made using the python libraries. The plots and graphs gave precise distribution of the data which helped in the analysis. The Univariate and Bivariate Analysis helped us to analyse the data based on their individual columns and categorical data. The 'Lead Source', 'Lead Origin', etc., were some of the helpful columns for analysis.

Recommendations: In the Lead Source, Welingak Website can perform well if it is concentrated by the company. The references can be used as another medium where incentives can be increased after conversion. Concentrate on the people who are actively spending time on the website for conversion. Concentration should be given towards Working professionals as they have the finances to take up the course if pursued properly.