

EXECUTIVE SUMMARY

This is the case study for X Company to find the most prominent leads who can result in taking up their courses and be a payable customer. There are a few features which are most likely to be considered in order to get the prominent leads. The following insights were drawn after doing analysis on the given dataset :

1. **Total Time Spent on Website** : The people who spent more time on their website can be the prominent or probable positive leads. They might be either collecting some course information, checking the courses or might already be interested in some course.
2. **Total Number of Visits** : The leads who are most frequently visiting the website can be probably the positive leads.
3. **Lead Sources** : The people from following Lead Sources :
 - Google
 - Direct Traffic
 - Organic Search
 - Olark Chat Conversation
 - Referral Sites
4. **Lead Origins** : Lead Add Forms is the highest Lead converter among all the Lead origins.
5. The people who are **working professionals** are the most prominent Positive Leads.
6. **Last activity** : People whose Last activity is either Email Opened or SMS sent are possible Lead Converters.
7. **Last Notable Activity** : Enthusiasts with Last Notable Activity as SMS sent are also Lead Converters.

The above features must be considered in order to convert the most prominent leads and increase the sales as well for the X Company and get more people converted to a payable customer / learners.