

## Summary

This analysis is done for X Education and to find ways to get more industry professionals to join their courses. The basic data provided gave us a lot of information about how the potential customers visit the site, the time they spend there, how they reached the site and the conversion rate.

The following are the steps used:

1. **Cleaning data:**

The data was partially clean except for a few null values and the option select had to be removed which I removed while creating dummies. Also I removed Country and City as the data was 99% from India. Few columns which had only no values were also removed.

2. **EDA:**

A quick EDA was done to check the condition of our data. It was found that occupation working professional and housewife had more potential to get converted to customer. The numeric values seems good and no outliers were found.

3. **Dummy Variables:**

The dummy variables were created and later on the dummies with 'Select' elements were removed. For numeric values we used the StandardScaler.

4. **Train-Test split:**

The split was done at 70% and 30% for train and test data respectively.

5. **Model Building:**

Firstly, RFE was done to attain the top 15 relevant variables. Later the rest of the variables were removed manually depending on the VIF values and p-value (The variables with  $VIF < 5$  and  $p\text{-value} < 0.05$  were kept).

6. **Model Evaluation:**

A confusion matrix was made. Later on the optimum cut off value (using ROC curve) was used to find the accuracy, sensitivity and specificity which came to be around 80% each.

7. **Prediction:**

Prediction was done on the test data frame and with an optimum cut off as 0.3 with accuracy, sensitivity and specificity of 80%.

8. **Precision – Recall:**

This method was also used to recheck and a cut off of 0.41 was found with Precision around 73% and recall around 75% on the test data frame.

It was found that the variables that mattered the most in the potential buyers are :

1. The total time spend on the Website.
2. When the lead source was:
  - a. Google
  - b. Direct traffic
  - c. Organic search
  - d. Welingak website
3. When the lead origin is Lead add format.
4. When their current occupation is as a working professional.

Keeping these in mind the X Education can flourish as they have a very high chance to get almost all the potential buyers to change their mind and buy their courses.

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