SUMMARY

ON LEAD SCORE CASE STUDY:

- This analysis report on COMPANY names X education who sells their courses to industry professionals and others so that they join the course provided by them. The data given to work gave a lot of information about the potential customers' visits on their sites while browsing and others.
- For analysis the steps used are Cleaning of the data, EDA, Dummy Variables, train test split, model building, model evaluation, prediction and precision.
- While doing the analysis it has been found that:
- Most of these variables are insignificant in analysis as many of them only have one significant category 'NO'.
- In City, most of the leads are generated for 'Mumbai'.
- In 'A free copy of Mastering the Interview', both categories have similar conversion rates.
- In model 1, model 2 and model 3 Tags_invalid number has a very high p-value > 0.05. Hence, it is insignificant.
- In model 4 all of the features have p-values close to zero i.e., they all seem significant.
- So, the variables that matters most for potentials buyers:
- When their current occupation is as working professionals.
- When the lead origin is lead add format.
- When the lead source was googled, organic search etc.
- By the no. of visits and also the total no. Of time spent on the website.
- Hence x education has chances of good potential buyers because they have training accuracy of 91.95% at a probability threshold of 0.05 is also very good.