

Summary

This project aimed to help X Education increase the number of leads turning into customers from 30% to 80%. We needed to make a system that could predict which leads were most likely to become customers.

We started by cleaning up the data, fixing mistakes, and getting rid of unimportant information. Then, we looked at the data to understand it better. After that, we prepared the data for analysis by making it easier to work with.

We then built a model to predict which leads were most likely to convert into customers. We made sure to choose only the most important factors for our model. After testing different versions, we settled on a final model that worked well.

To make sure our model was doing a good job, we looked at how well it predicted which leads would become customers. Based on what we found, we made recommendations on how X Education could improve its lead conversion rate.

Overall, this project taught us a lot about working with data and building models to solve real-world problems. We learned the importance of choosing the right factors for our model and how to measure its performance accurately. And most importantly, we found ways to help X Education attract more customers.