

Summary - Lead Scoring

Based on data provided on potential customers visiting the websites, time spend and channels taken, we have done analysis to generate more leads and having the professional enroll the courses

1. Data Cleaning :

The initial and foremost step is to clean the data such as removing null values, replacing the options select with null variables, few were changed to data "not provided" to avoid losing major data

2. EDA:

EDA done to check the condition of data.

Few elements in categorical variables were found irrelevant, clubbed minimal lead sources into others
no outliers found.

3. Dummy Variables

4. Train-Test Split

5. Model Building

6. Model Evaluation

7. Prediction

8. Precision Recall