

GLook

General Data Insights

Univariate Analysis

Bivariate Analysis

Trivariate Analysis

Session State:-> True

Dataframe Overview

	Prospect ID	Lead Number	Lead Origin	Lead Source	Do Not Email
0	7927b2df-8bba-4d29-b9a2-b6e0beafe620	660,737	API	Olark Chat	No
1	2a272436-5132-4136-86fa-dcc88c88f482	660,728	API	Organic Search	No
2	8cc8c611-a219-4f35-ad23-fdfd2656bd8a	660,727	Landing Page Submission	Direct Traffic	No
3	0cc2df48-7cf4-4e39-9de9-19797f9b38cc	660,719	Landing Page Submission	Direct Traffic	No
4	3256f628-e534-4826-9d63-4a8b88782852	660,681	Landing Page Submission	Google	No
5	2058ef08-2858-443e-a01f-a9237db2f5ce	660,680	API	Olark Chat	No
6	9fae7df4-169d-489b-afe4-0f3d752542ed	660,673	Landing Page Submission	Google	No
7	20ef72a2-fb3b-45e0-924e-551c5fa59095	660,664	API	Olark Chat	No
8	cfa0128c-a0da-4656-9d47-0aa4e67bf690	660,624	Landing Page Submission	Direct Traffic	No
9	af465dfc-7204-4130-9e05-33231863c4b5	660,616	API	Google	No

Data dimensions: 9240 rows, 37 columns

Number of rows: 9240

Number of duplicates: 0

Deep Memory usage: 16.589 MB

Number of features: 37

Number of categorical features: 30

Number of numerical features: 7

Numerical Data Overview

	count	mean	std	min	25%	50%	75%	max
Lead Number	9240.00	617188.44	23406.00	579533.00	596484.50	615479.00	637387.25	660737.00
Converted	9240.00	0.39	0.49	0.00	0.00	0.00	1.00	1.00
TotalVisits	9103.00	3.45	4.85	0.00	1.00	3.00	5.00	251.00
Total Time Spent on Website	9240.00	487.70	548.02	0.00	12.00	248.00	936.00	2272.00
Page Views Per Visit	9103.00	2.36	2.16	0.00	1.00	2.00	3.00	55.00
Asymmetrique Activity Score	5022.00	14.31	1.39	7.00	14.00	14.00	15.00	18.00
Asymmetrique Profile Score	5022.00	16.34	1.81	11.00	15.00	16.00	18.00	20.00

Categorical Data Overview

	count	unique	top	freq
Prospect ID	9240	9240	7927b2df-8bba-4d29-b9a2-	1
Lead Origin	9240	5	Landing Page Submission	4886
Lead Source	9204	21	Google	2868
Do Not Email	9240	2	No	8506
Do Not Call	9240	2	No	9238
Last Activity	9137	17	Email Opened	3437
Country	6779	38	India	6492
Specialization	7802	19	Select	1942
How did you hear abo	7033	10	Select	5043
What is your current o	6550	6	Unemployed	5600

DataFrame Info:

```
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 9240 entries, 0 to 9239
Data columns (total 37 columns):
#   Column                                     Non-Null Count  Dtype
---  -
0   Prospect ID                               9240 non-null   object
1   Lead Number                               9240 non-null   int64
2   Lead Origin                               9240 non-null   object
3   Lead Source                               9204 non-null   object
4   Do Not Email                             9240 non-null   object
5   Do Not Call                             9240 non-null   object
6   Converted                                9240 non-null   int64
7   TotalVisits                              9103 non-null   float64
8   Total Time Spent on Website               9240 non-null   int64
9   Page Views Per Visit                     9103 non-null   float64
10  Last Activity                             9137 non-null   object
```

11	Country	6779	non-null	object
12	Specialization	7802	non-null	object
13	How did you hear about X Education	7033	non-null	object
14	What is your current occupation	6550	non-null	object
15	What matters most to you in choosing a course	6531	non-null	object
16	Search	9240	non-null	object
17	Magazine	9240	non-null	object
18	Newspaper Article	9240	non-null	object
19	X Education Forums	9240	non-null	object
20	Newspaper	9240	non-null	object
21	Digital Advertisement	9240	non-null	object
22	Through Recommendations	9240	non-null	object
23	Receive More Updates About Our Courses	9240	non-null	object
24	Tags	5887	non-null	object
25	Lead Quality	4473	non-null	object
26	Update me on Supply Chain Content	9240	non-null	object
27	Get updates on DM Content	9240	non-null	object
28	Lead Profile	6531	non-null	object
29	City	7820	non-null	object
30	Asymmetrique Activity Index	5022	non-null	object
31	Asymmetrique Profile Index	5022	non-null	object
32	Asymmetrique Activity Score	5022	non-null	float64
33	Asymmetrique Profile Score	5022	non-null	float64
34	I agree to pay the amount through cheque	9240	non-null	object
35	A free copy of Mastering The Interview	9240	non-null	object
36	Last Notable Activity	9240	non-null	object
dtypes: float64(4), int64(3), object(30)				
memory usage: 2.6+ MB				

Univariate\_Analysis