

SUMMARY

- **Conversion Rate:** Close to 37%.
- **Lead Sources:** Primarily from ad forms, Olark chat, organic search, direct traffic, and Google. Reference and Welingak website also contribute, with a high conversion rate despite lower volume.
- **Effective Channels:** SMS has a high conversion rate; email opens are commonly the last action.
- **Target Audience:** Focus on leads in Finance Management, HR, Marketing Management, Banking Investment, Insurance, Operations Management, and Healthcare Management, as they have a high conversion rate (~50%).
- **Demographics:** Working professionals have a high conversion rate; unemployed individuals are numerous but have a low conversion rate. Most leads are from Mumbai.
- **Key Variables for Conversion:** 'Lead Source_Welingak Website', 'Lead Source_Reference', and 'Current Occupation_Working Professional' are significant for conversion.
- **Training Data Statistics:**
 - Accuracy: 81%
 - Sensitivity: 70%
 - Specificity: 88%
 - False Positive Rate: 11%
 - Positive Predictive Value: 79%
 - Negative Predictive Value: 82%
 - Precision: 79%
 - Recall: 70%
- **Test Data Statistics:**
 - Accuracy: 81%
 - Sensitivity: 79%
 - Specificity: 81%
 - False Positive Rate: 18%
 - Positive Predictive Value: 70%
 - Negative Predictive Value: 87%