

Summary:

This analysis is done for X education and suggest a way to get more industry professional to join their course.

Following are the steps performed for the analysis and modelling:

- Cleaning data
- Data analysis.
- Treatment of dummy variables.
- Train test split.
- Model building
- Model Evaluation
- Prediction.
- Conclusion.

Recommendations: Factors that affect lead conversion :

- Occupation (working professionals) : It was seen that working professionals were mostly converted., Hence, the company should focus on this vertical more.
- Number of visits on website: We should concentrate more on the time spent on the website as it directly affects the lead conversion.
- When the lead origin is Lead add format the lead conversion is very high and should be focused upon.
- The following sources are needed to be focused: a. Google b. Welingak website