

# Summary

An education company named X Education sells online courses to industry professionals.

The company markets its courses on several websites and search engines like Google. Once these people land on the website, they might browse the courses or fill up a form for the course or watch some videos. When these people fill up a form providing their email address or phone number, they are classified to be a lead. Moreover, the company also gets leads through past referrals. Once these leads are acquired, employees from the sales team start making calls, writing emails, etc. Through this process, some of the leads get converted while most do not.

The company wants to increase its conversion rate but decrease the time spent on following up on each lead. As the time spent on a lead is precious for the company in terms of the salaries that need to be paid to the call centers for this task.

As an analyst we are helping them to find out the best leads i.e., leads who have 80% conversion rate so that the company gets to spend on only those selected leads and work upon their conversion thus increase the revenue and decreasing the cost spent on calling, emailing all the leads.

We have done EDA on the data and found some interesting insights like

People who are spending moderate time on website are having high chances of being converted rather than people who are spending lot of time on the website.

Working professional have high chances of being converted after Unemployed.

Later going ahead with the model prediction, initially assumed the cut off to be 0.5 and checked the model metrics and found the optimal cut off as 0.38 and ended up with an accuracy of around 80%

We can also change the cut off based on the manual labor available at the time for following up on the leads. When the company can spend time on calling and messaging they can decide upon a lower cut off and call all the customer who have moderate rate of conversion.

When the company can't spend a lot of time on calling they can decide upon a high cut off and call only the highly promising customers.