

Summary

This analysis is done for X Education to identify potential lead conversions so as to improve the sales. The following are the steps used:

Cleaning data, EDA, Dummy Variables creation, Train Test split, model building model evaluation, prediction.

After carrying out the above steps it was found that the variables that mattered the most are:

1. TotalVisits
2. Lead Source_Welingak Website
3. Total Time Spent on Website
4. Lead Source_Reference
5. Last Activity_Had a Phone Conversation
6. Last Notable Activity_Unreachable
7. Lead Source_Olark Chat
8. Last Activity_SMS Sent
9. Last Activity_Email Bounced
10. What is your current occupation_Student
11. What is your current occupation_Unemployed