1. The analysis for X Education was done in the following steps:
   a. EDA: A quick understanding of the data was perform. Then based on the understanding of the data, cleaning was done.
   b. Creating dummy variables: Dummy variables was created using Min Max Scaler.
   c. Train-test split: The data was split conventionally by 70% and 30%.
   d. Model building: Model was built by gradually removing variables that have high VIF and p-value.
   e. Model evaluation: Model was evaluated based on confusion matrix to get accuracy, sensitivity, and specificity.
   f. Prediction: After calibrating cut-off rate to end up with cut-off point at 0.3, the model was evaluated again by confusion matrix.
2. After running the model on test data these are the summary of the model:

Accuracy : 85.86%

Sensitivity :88.35%

Specificity : 84.46%

Based on the above result, this model seems to be good.

Important features responsible for good conversion rate or the ones' which contributes more towards the probability of a lead getting converted are:

Total Time Spent on Website

Lead Origin_LEAD ADD FORM

Tags_RINGING

Tags_WILL REVERT AFTER READING THE EMAIL