

LEAD SCORING PROJECT

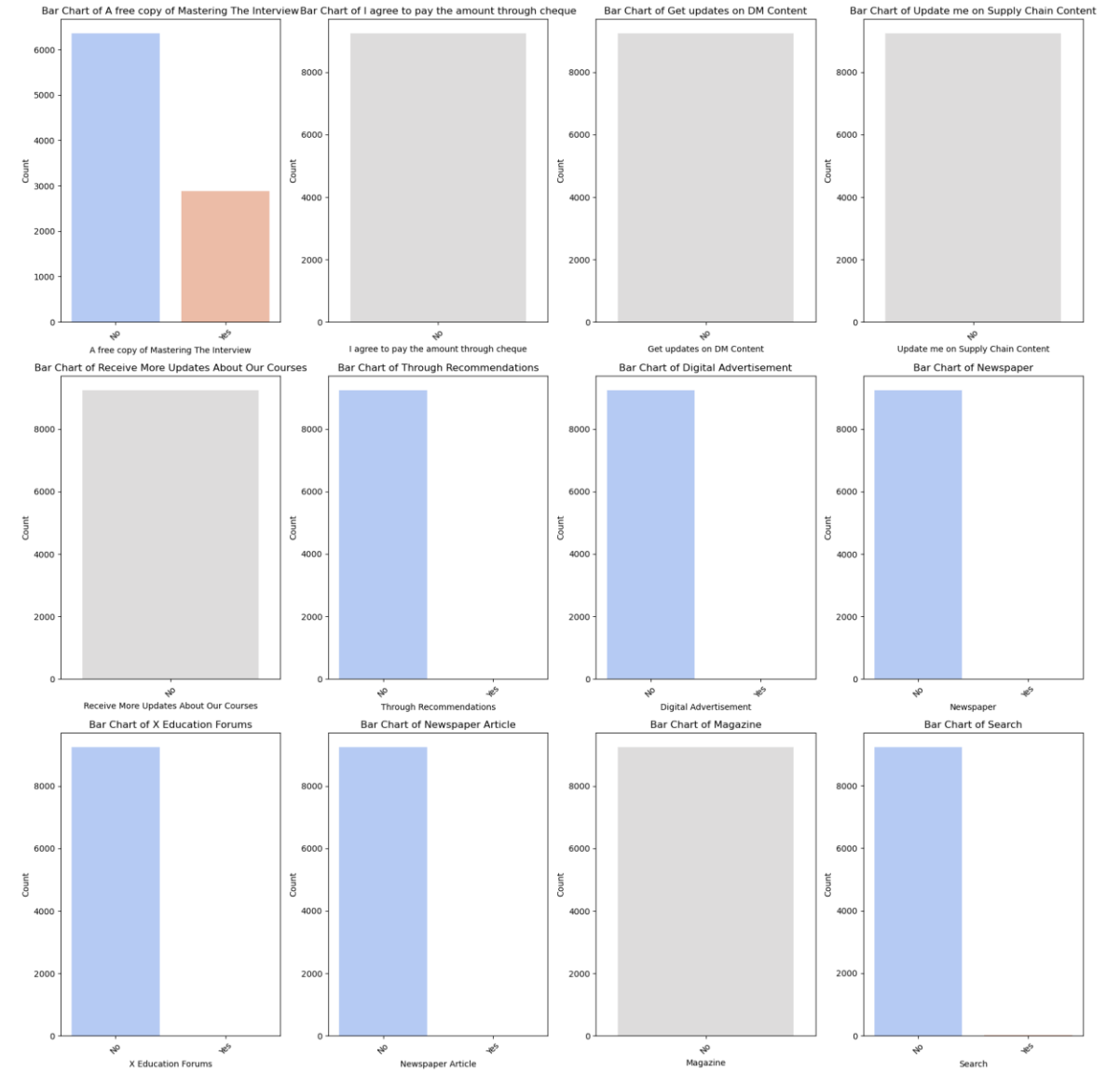
by Vikas Kumar Ram



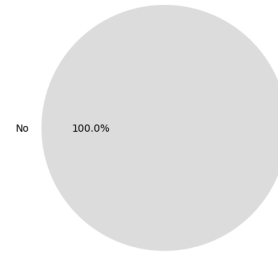
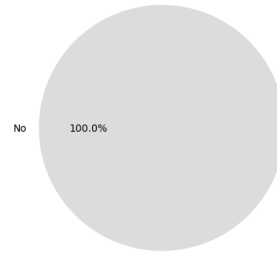
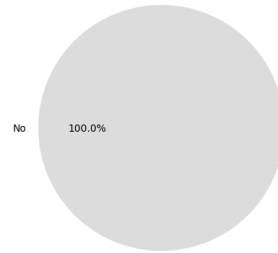
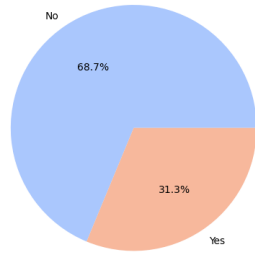
INSIGHTS WE GOT HERE :

As maximum binary category values contains YES/NO so only one value is mostly given here or we can say that there is data imbalance in some binary categorical values.

So I dropped the columns with the data imbalanced.



Pie Chart of A free copy of Mastering The Interview Pie Chart of I agree to pay the amount through cheque Pie Chart of Get updates on DM Content Pie Chart of Update me on Supply Chain Content

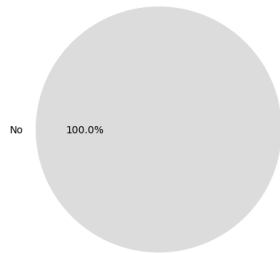


SAME BUT PLOTTED IN PIE CHART:

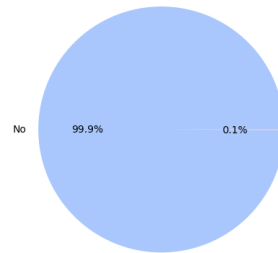
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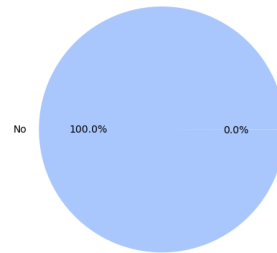
Pie Chart of Receive More Updates About Our Courses



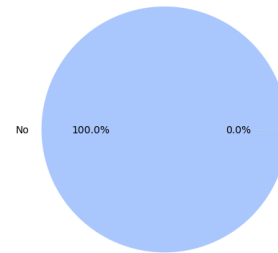
Pie Chart of Through Recommendations



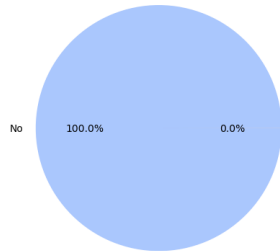
Pie Chart of Digital Advertisement



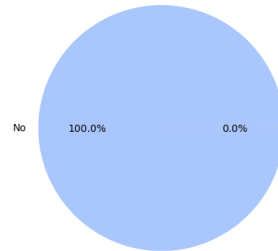
Pie Chart of Newspaper



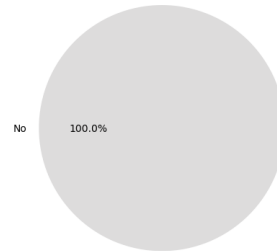
Pie Chart of X Education Forums



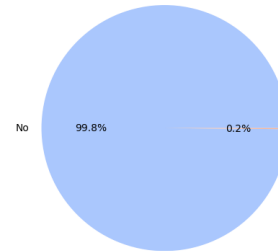
Pie Chart of Newspaper Article



Pie Chart of Magazine

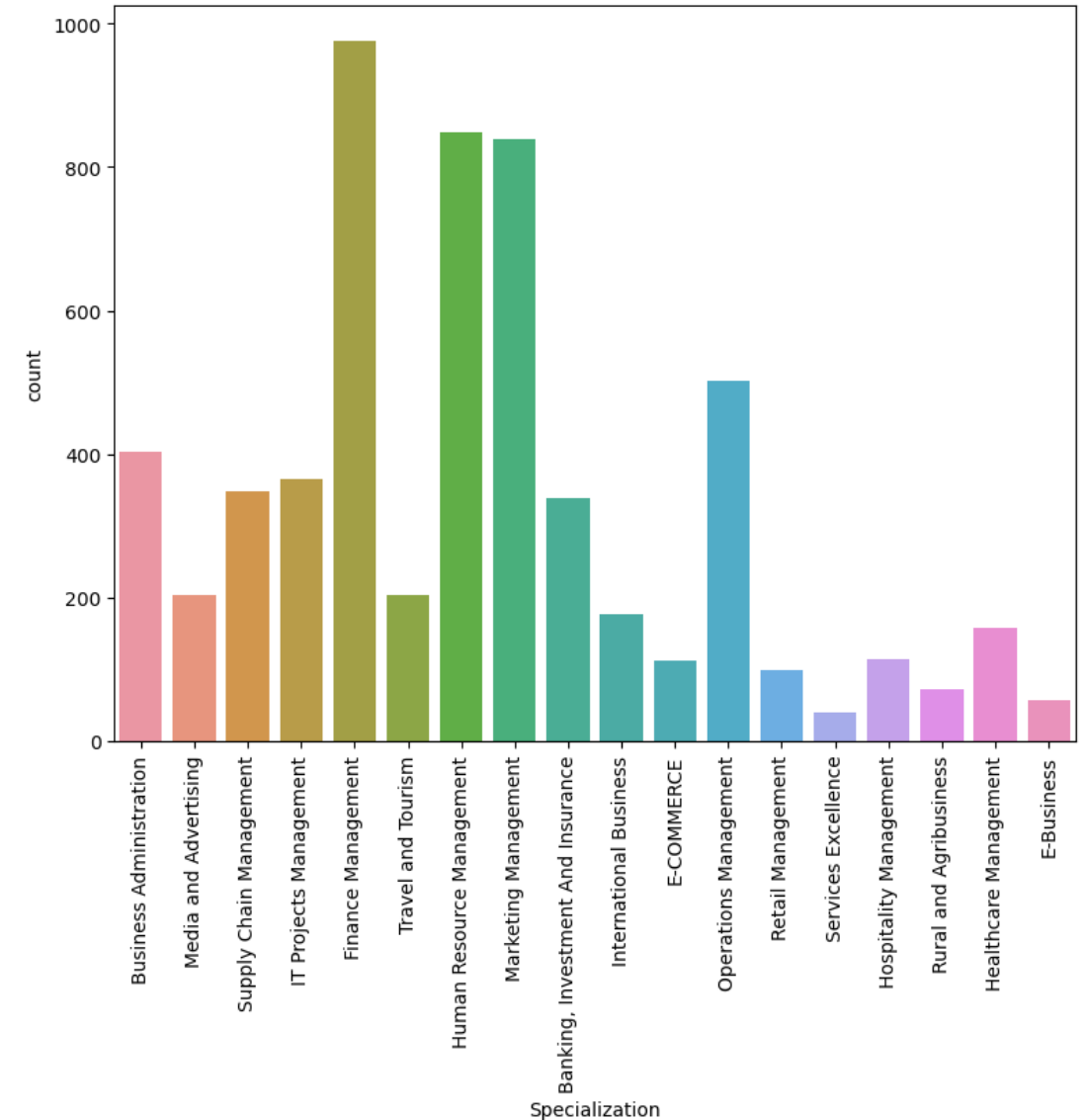
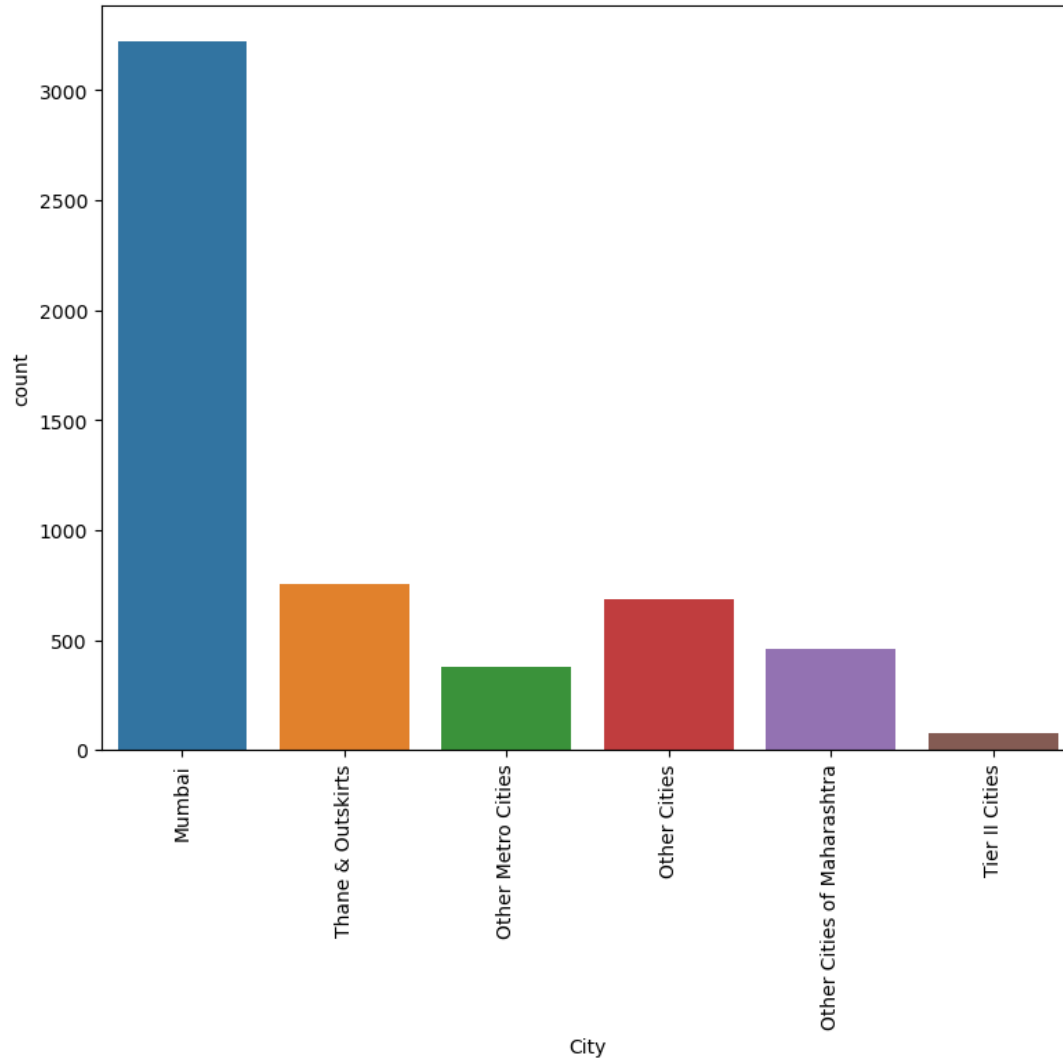


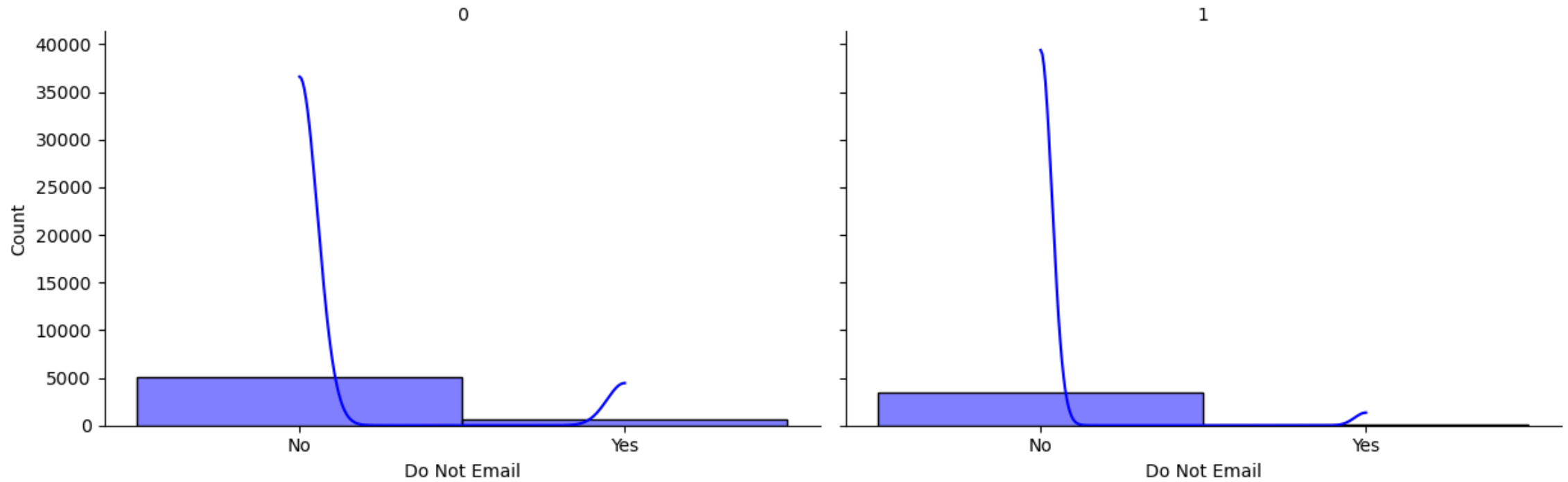
Pie Chart of Search



INSIGHTS WE GOT HERE

1. IN city maximum data is around os Mumbai then Thane and other etc.
2. And most of the courses done is Finance management then marketing management etc.

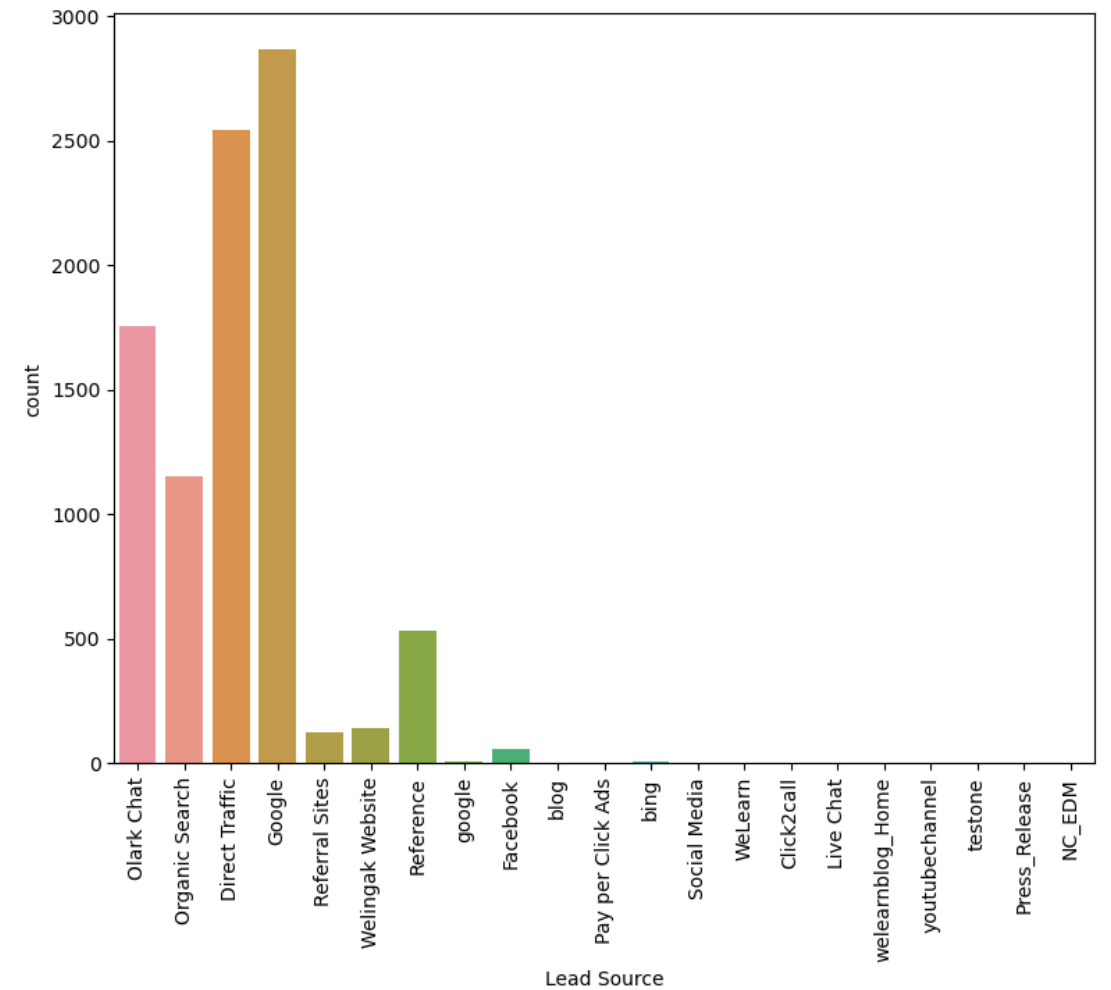
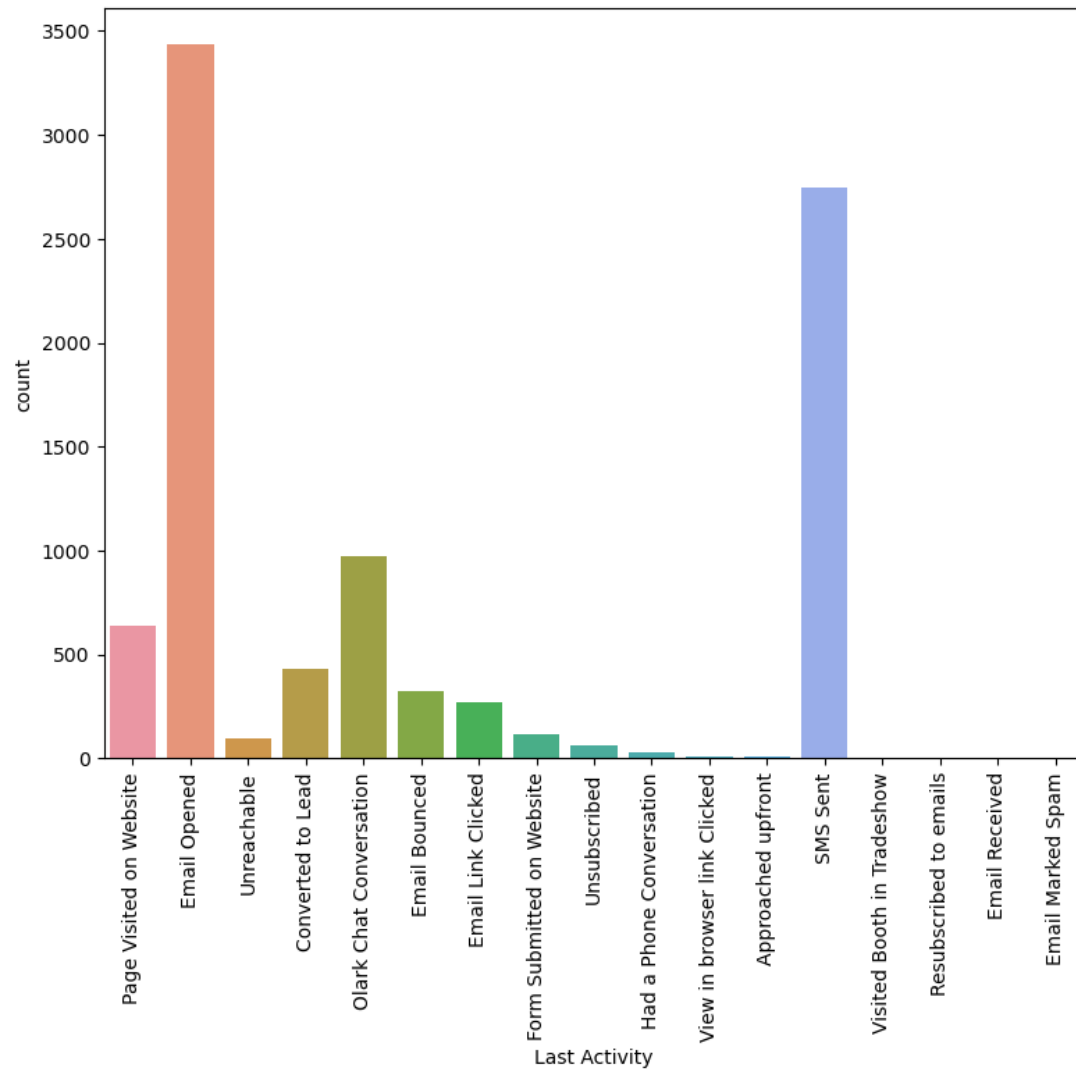




Do not Email

just not contains so much relevant data as there are equal distribution in this.

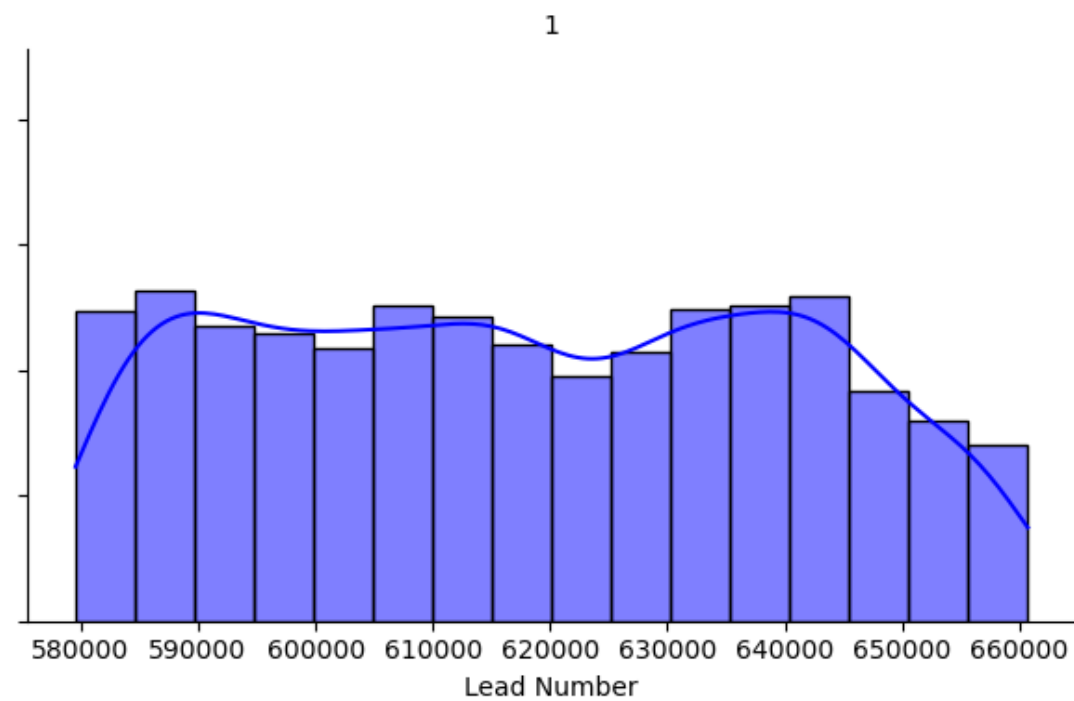
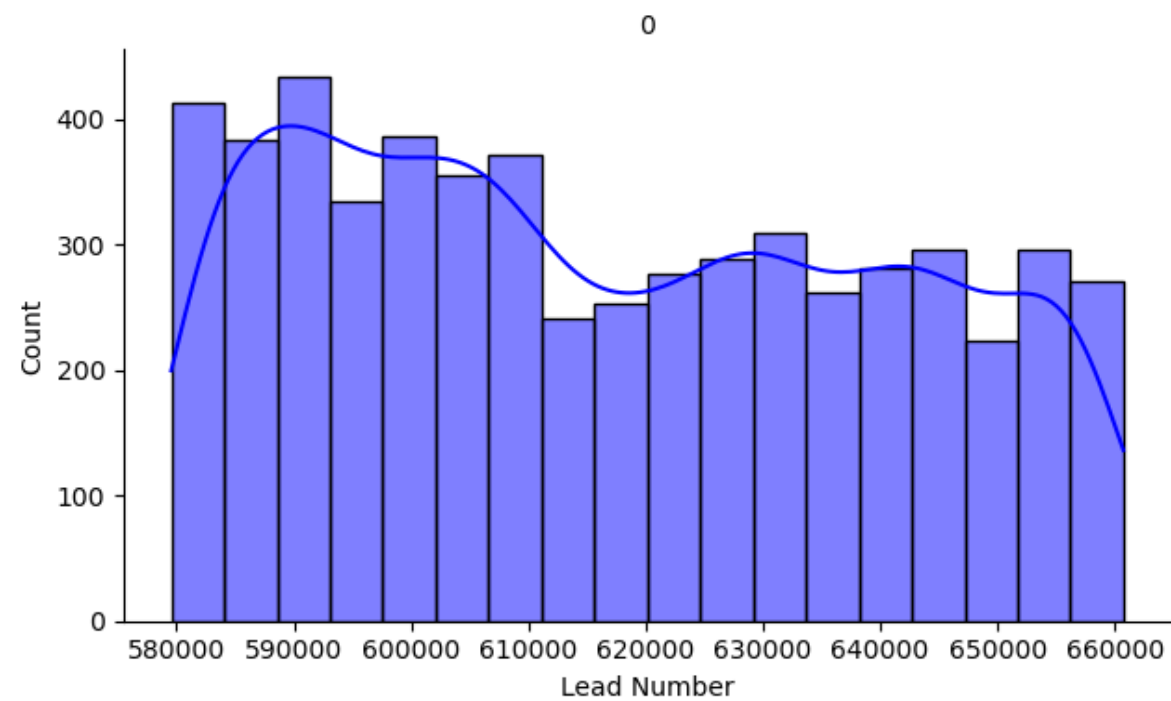


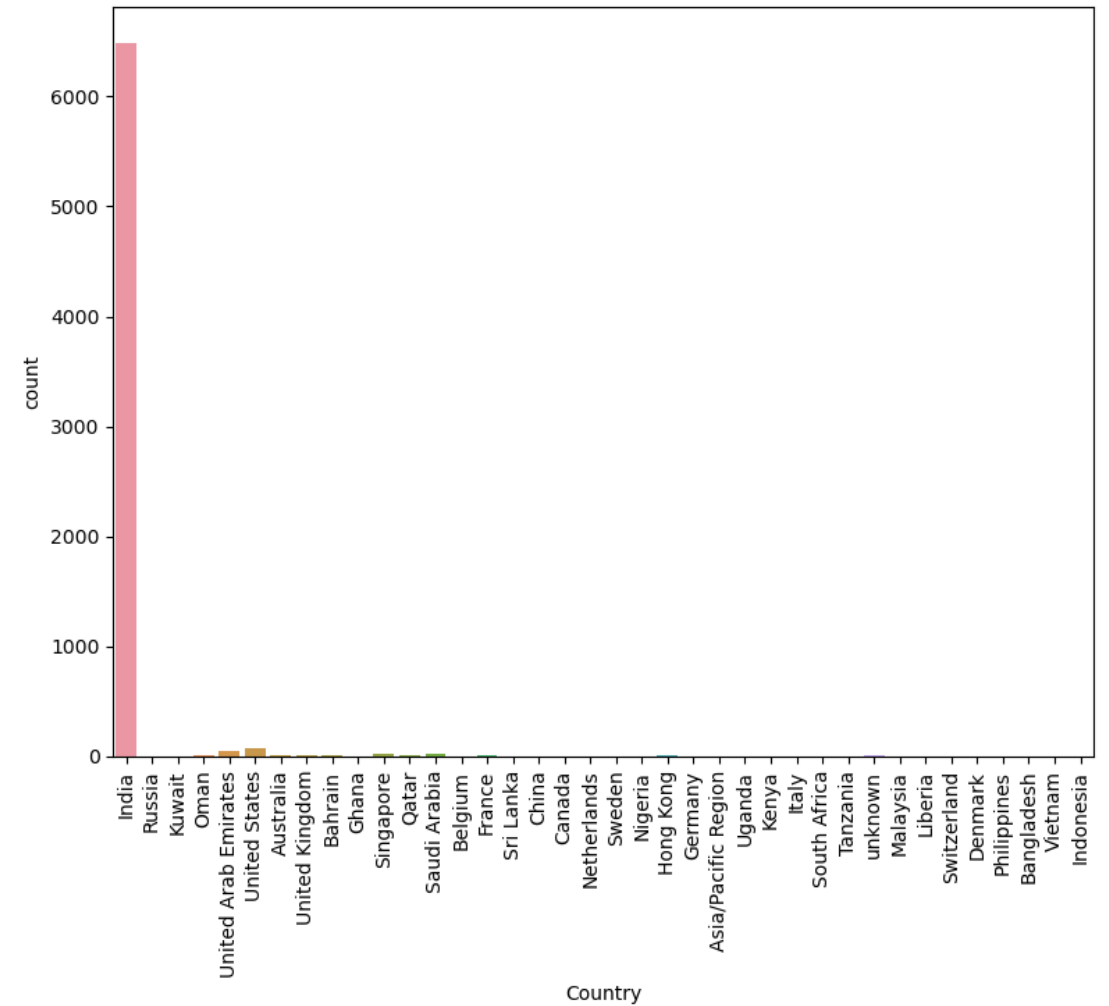
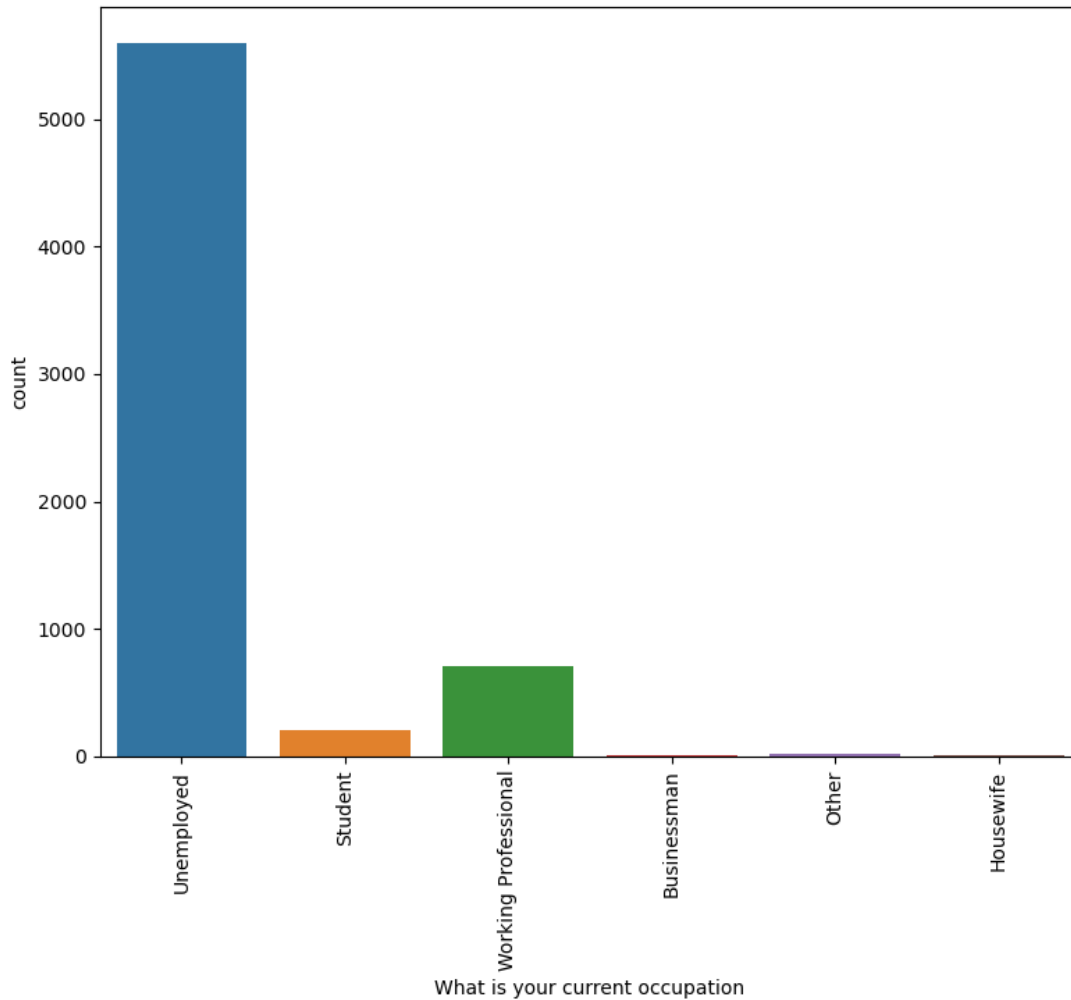


INSIGHTS WE GOT HERE

1. In Last Activity most of the Email were opened that time.
2. Most of the people visits in Lead Source come from Google



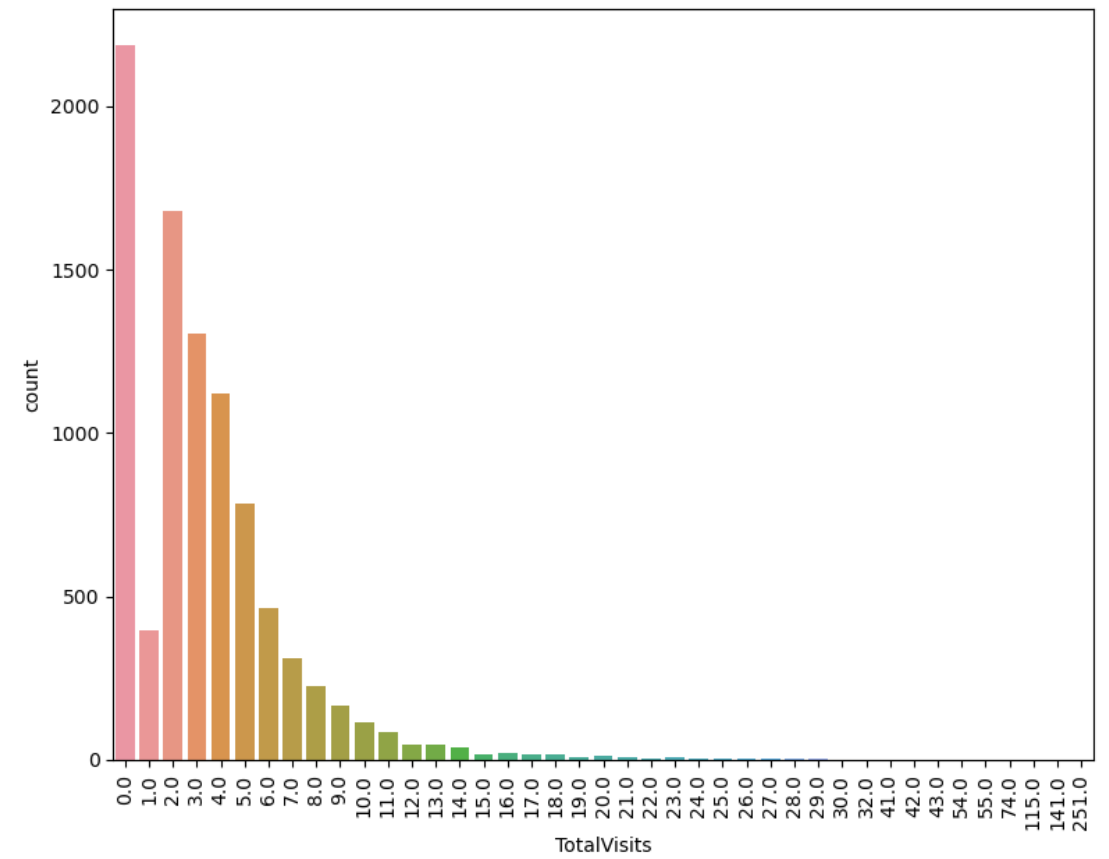
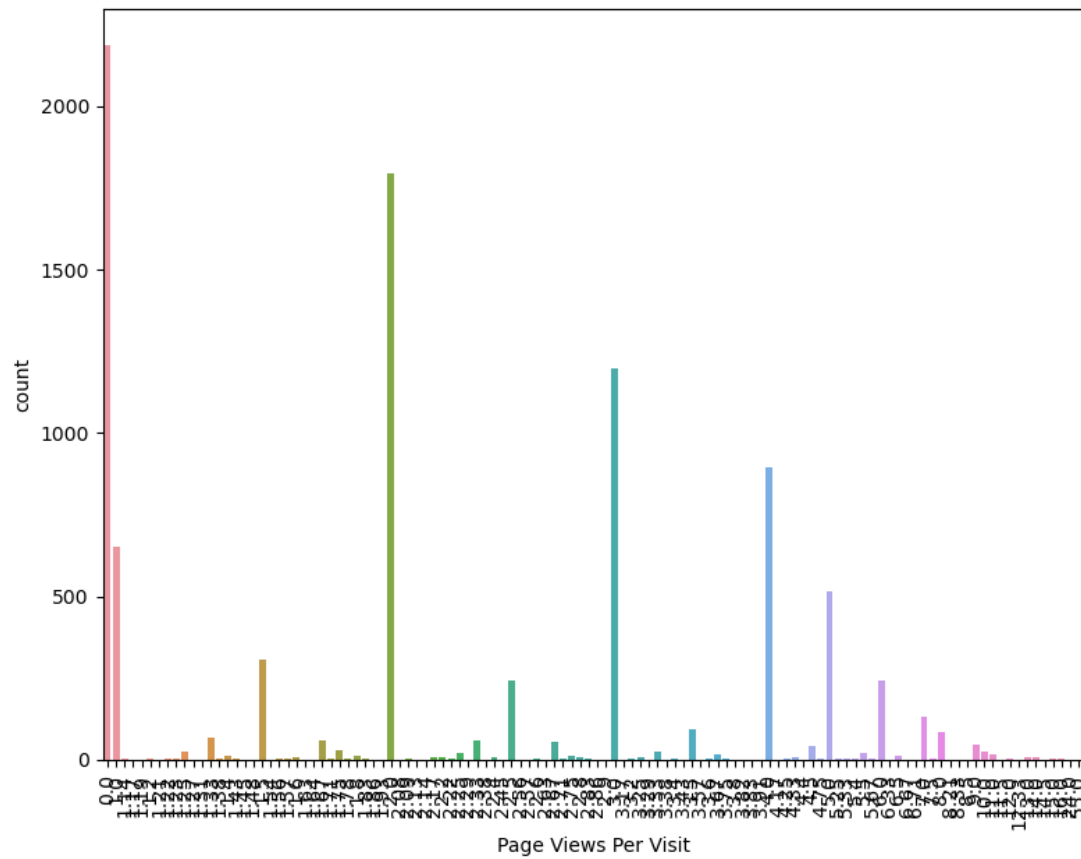




INSIGHTS WE GOT HERE

1. As most of the customers didn't showcase their Occupation this leads to that they are mostly unemployed and are not sure to display their Occupation.
2. On the other hand the overall dataset is about the country India it is 9





INSIGHTS :-

There are not so much insights the only thing is there the total no of people visits only by 1 time.



INSIGHTS :-

- 1. Most of the customers reply through Email or they maximum se E Mail and after then call and other information provided platform.
- 2. And most of the customers are here to make their better career in their life.

