

Summary Report

1. There are a lot of leads generated in the initial stage but only a few of them come out as paying customers from the bottom.
2. Most of the leads from Mumbai and Thane, India.
3. Working professionals are more likely to get converted compared to other categories as their conversion rate is higher
4. Initially we found Lead profile 'Potential lead ' has higher conversion rate Those who were assigned lead quality as high relevance, might be had more conversion rates
5. Calculated average time taken per page shows that leads who got converted generally had more attention span.
6. The columns with value Select value is as same as NaN value. Missing value treatment is done in further filled with mode for City column and new value "Not Specified" is introduced in Specialization columns. The other columns are dropped as they led to more than 40% missing values.
7. The best features to be considered are "Total Time Spent on Website", "Lead Origin Lead Add Form", "Last Notable Activity SMS Sent"
8. To improve the potential lead conversion rate X-Education will have to mainly focus important features responsible for good conversion rate are:-
 - Total Time Spent on Website: The customers spending more time on website can turn to be potential leads.
 - Lead Origin_Lead Add Form: Leads who have engaged through 'Lead Add Form' having higher conversion rate so company can focus on it.
 - Last Activity_Converted to Lead: The last activity by the customer who successfully converted to lead.
 - Tags_Closed by Horizzon: The converted leads that are closed by Horizzon as they play major role in conversion.
9. In case we want to go with aggressive marketing for lead generation then we can decrease the probability cutoff slightly while when we want to focus on other activity while quarter end we have to increase the probability cutoff to focus on only potential lead
10. When the team is large in size SMS is the best suitable channel to approach for the lead generation as user expect quick response for his query over there while in case of team is small in size we should go with Email channel to approach