**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. 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 Specidfied” is introduced in Specialization columns. The other columns are dropped as they led to more than 70% missing values.
4. The best features to be considered are “Total Time Spent on Website”, “Lead Origin\_Lead Add Form”, “Last Notable Activity\_SMS Sent”
5. 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 convertion.