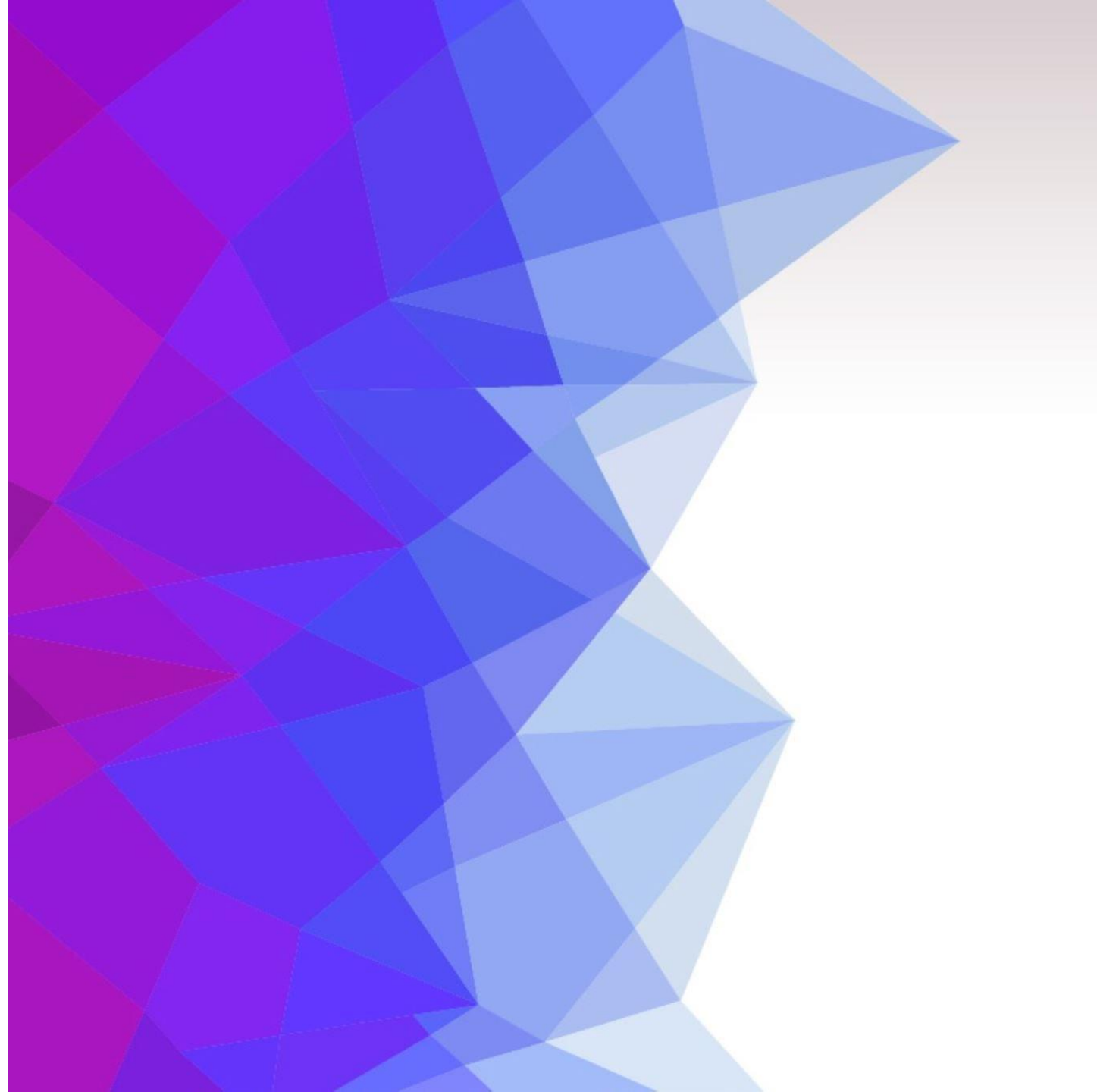


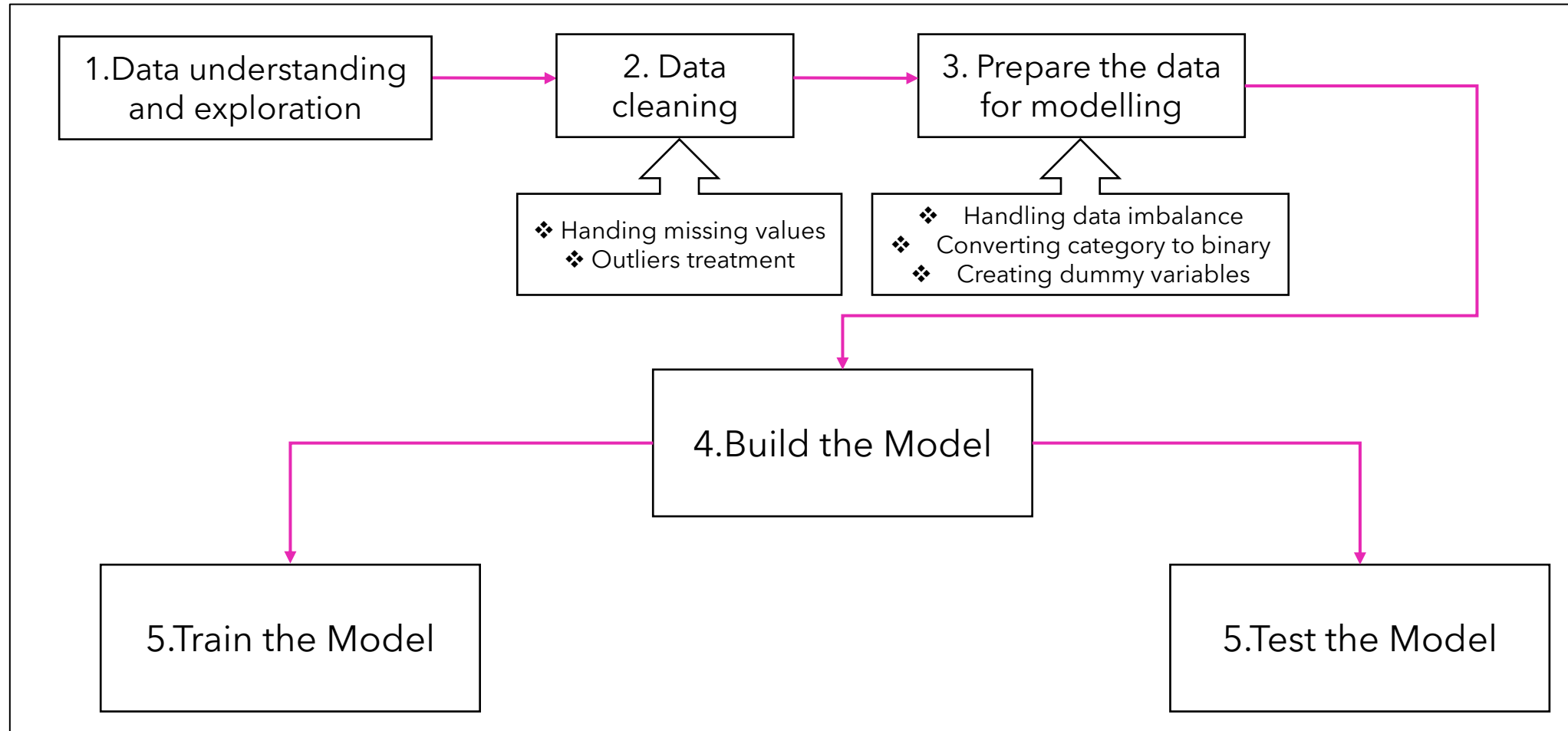
Summary Report

Problem statement: -

Identify the set of leads of X Education so that the lead conversion rate should go up and the sales team of the company focus more on communication with the potential leads rather than making calls to every customer.



Analysis approach: - Flow diagram of step by step approach.



Model outcome: -

- + Optimum probability cut off: - 0.425

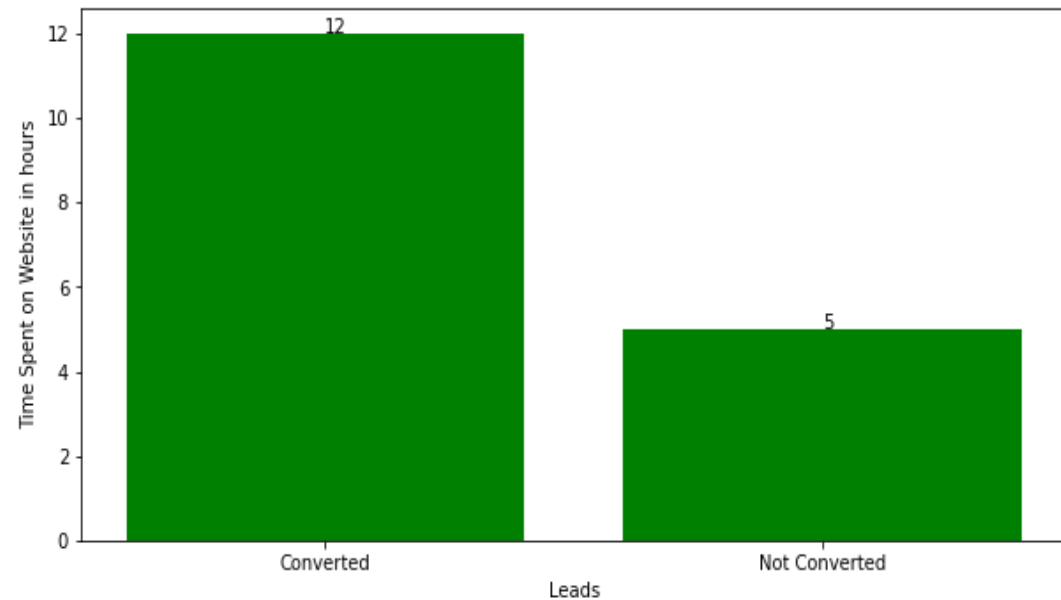
Lead score: -

+ The lead score is calculated based on the probability of customer being converted. According to the final model, if the lead score is more than 42, then the customer is likely to be converted. Higher the lead score, higher the chance the lead/customer being converted.

1 . Average total time spent on the website to converted leads = 12

2 .Average total time spent on the website to not converted leads = 5

Average Total Time Spent on Website of the converted and not converted customers



Features of the final model: -

1. Lead Source_Welingak Website = **Co.Ef (4.5256) (positive)**
2. Lead Source_Reference = **Co.Ef (3.1268) (positive)**
3. Last Activity_Olark Chat Conversation = **Co.Ef(-2.8298) (negative)**
4. Last Activity_Converted to Lead = **Co.Ef(-2.4484) (negative)**
5. Last Activity_Form Submitted on Website = **Co.Ef(-1.9713) (negative)**
6. Last Activity_Email Bounced = **Co.Ef(-1.8597) (negative)**
7. Last Activity_Email Link Clicked = **Co.Ef(-1.6500) (negative)**
8. Last Activity_Page Visited on Website = **Co.Ef(-1.5718) (negative)**
9. Do Not Email = **Co.Ef(-1.3403) (negative)**
- + Lead Source_Direct Traffic = **Co.Ef(-1.3241) (negative)**
- + Lead Source_Referral Sites = **Co.Ef(-1.2794) (negative)**
- + Total Time Spent on Website = **Co.Ef (1.1267) (positive)**

Important measures of the model: -

Measures	Train set	Test set
Accuracy	0.79	0.79
Sensitivity	0.84	0.72
Specificity	0.72	0.83

