

## **LEAD Scoring Data**

### **Data Brief**

We are working on this problem statement to analyse the data given - Lead scoring to find more candidates who can join the course by X Education. Also we see that the data included how the candidates come to know about this course and the time they spend in the website and the conversion rate. We have used the below steps to find out our analysis

### **Analysing the data**

We see that the data includes many missing values or only Select values. So we are dropping off those column from the data for further analysis

It was found that lot of elements in the categorical variables were not relevant and there for removed

Prediction was done on the given data frame with 70:30 ratio

Finally we got to know that the HOT lead 1. To make calls for working proffessionals and SMS sent  
2. Not to make calls for Other category and Do not email as yes category