

SUMMARY

1. The origin identifier with which the customer was identified to be a lead was mainly "Landing Page Submission" and "API". "Lead Add form" has a high conversion rate.
2. The source of the lead is mainly Google, Direct Traffic, Olark Chat and Organic Search. People coming from Reference have a very high conversion rate.
3. Last Activity performed by users mainly includes "Email Opened" and "SMS Sent" followed by "Page visited on website" and "Olark Chat Conversation". "SMS Sent" have highly converted %.
4. Most of the customers are from India.
5. Most of the customers focused are "unemployed", but "working professional" conversion rate is much higher than "unemployed"
6. Since most of the customers are "unemployed" they have not selected the "Specialization". Other Specializations include "Finance", "HR", "Marketing" and "Operations" followed by other specializations.
7. "Total Time spent on website" has a good correlation (0.36) with "Converted", which means people who spend higher time on websites have more chances of conversion. "TimeVisits" and "Page Views Per Visit" have high correlation (0.51), which is understandable.
8. Top 3 features which contributes to decision are as following -
 - a. 'Total Time Spent on Website'
 - b. 'Lead Origin_Lead Add Form'
 - c. 'What is your current occupation_Working Professional'
9. We got an accuracy of ~80% for decision making.