

## Summary

X Education is an online education company that offers courses to industry professional .The company markets it courses to several websites and search engines like Google. Once people land on the website, they may browse the course, fill out forms. When people provide their email id or phone number they are classified as leads. The leads are then contacted by the sales team to convert them into customers.

The data set given contained information of the leads. The data was preprocessed and cleaned and prepared before model building. To reduce dimensionality of the data set and select important features Recursive Feature Elimination was used and 13 columns were selected . Logistic Regression Model were built and manual feature reduction process was used to drop variables based on vif and p-value.

The top 3 variable that influenced the lead conversion rate were 1. Lead Source\_Welingak Website 2. Lead Add Form 3. Current occupation \_Working Professional. The sales team can use this information to prioritize their effort and focus on leads that have higher chances of conversion.

### **Based on the observations several recommendations are made:**

- 1. Lead Source\_Welingak Website 2. Lead Add Form 3. Current occupation \_Working Professional , these features have high rate of conversion.
- Working Professional should be aggressively targeted as they have high chances of conversion and have better financial situation to pay the service.
- Increasing the frequency of media usage such as Google ads or email campaigns save time and increase the conversion rate.
- Analyzing behavior of customer who spend more time on website can help improving the user experience and increase conversion rate.