SUMMARY

To improve the overall lead conversion rate, we need to focus on increasing the conversion rate of ‘API’ and ‘Landing Page Submission’ Lead Origins and also increasing the number of leads from ‘Lead Add Form’

To improve the overall lead conversion rate, we need to focus on increasing the conversion rate of ‘Google’, ‘Olark Chat’, ‘Organic Search’, ‘Direct Traffic’ and also increasing the number of leads from ‘Reference’ and ‘Welingak Website’

Websites can be made more appealing so as to increase the time of the Users on websites

We should focus on increasing the conversion rate of those having last activity as Email Opened by making a call to those leads and also try to increase the count of the ones having last activity as SMS sent

To increase overall conversion rate, we need to increase the number of Working Professional leads by reaching out to them through different social sites such as LinkedIn etc. and also on increasing the conversion rate of Unemployed leads

We also observed that there are multiple columns which contains data of a single value only. As these columns do not contribute towards any inference, we can remove them from further analysis.