

Summary

This analysis is done for X Education and to find ways to get more industry professionals to join their courses. The basic data provided gave us a lot of information about how the potential customers visit the site, the time they spend there, how they reached the site and the conversion rate.

The following points summarize the steps used:

1. **Cleaning data:**

The data was partially clean except for a few null values and the option select had to be replaced with a null value since it did not give us much information. Few of the null values were changed to 'not provided' so as to not lose much data. Although they were later removed while making dummies. Since there were many from India and few from outside, the elements were changed to 'India', 'Outside India' and 'not provided'.

2. **EDA:**

A quick EDA was done to check the condition of our data. It was found that a lot of elements in the categorical variables were irrelevant. The numeric values seem good and no outliers were found.

3. **Dummy Variables:**

The dummy variables were created and later on the dummies with 'not provided' elements were removed. For numeric values we used the MinMaxScaler.

4. **Train-Test split:**

The split was done at 80% and 20% for train and test data respectively.

5. **Model Building:**

Firstly, RFE was done to attain the top 30 relevant variables. Later the rest of the variables were removed manually depending on the VIF values and p-value (The variables with $VIF < 5$ and $p\text{-value} < 0.05$ were kept).

6. **Model Evaluation:**

A confusion matrix was made. Later on, the optimum cut off value (using ROC curve) was drawn and also calculated the accuracy, sensitivity and specificity which came to be more than 85%

	Training Data	Test Data
Accuracy	0.926	0.93
Sensitivity	0.874	0.88
Specificity	0.958	0.98