Summary report

Based on the data that was made available to us, we have been able to perform Exploratory Data Analysis. Further we also multiple logistic regression models and finally arrived at a model that has the proper p-values and VIF values. Both EDA and the final logistic regression model gave some interesting insights into the key drivers for conversion which we summarize below.

The company should Focus on

- working professionals followed by Housewife
- leads who have spent good time with the web site. The web site could probably be improved so that people who come in engage more with the website and gain more insights about the various courses offered
- leads from Bangladesh and Denmark since as per EDA these countries had 100% lead conversion
- leads who had mentioned that they selected course for Flexibility & Convenience

The company should not spend time and resources on leads
- that have not chosen to be emailed
- that originated from Landing Page Submission
- that did not give specific reason, chose others as reason for choosing the course

Aggressive and moderate strategies could be drawn out based on the availability of interns, as needed by the company
- Aggressive strategy: Get a larger pool of potential leads by choosing a cut-off probability which is lower than the optimal cut-off probability

- Moderate strategy: Get a smaller pool of potential leads by choosing a cut-off probability which is lower than the optimal cut-off probability