Summary -Lead scoring case study

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 are the steps used:

1)data clean up step

2) have checked the relation between different categorical columns

3)remove multicollinearity using VIF Step

4)split train and test data

5)model creation

6)model evaluation on test data