

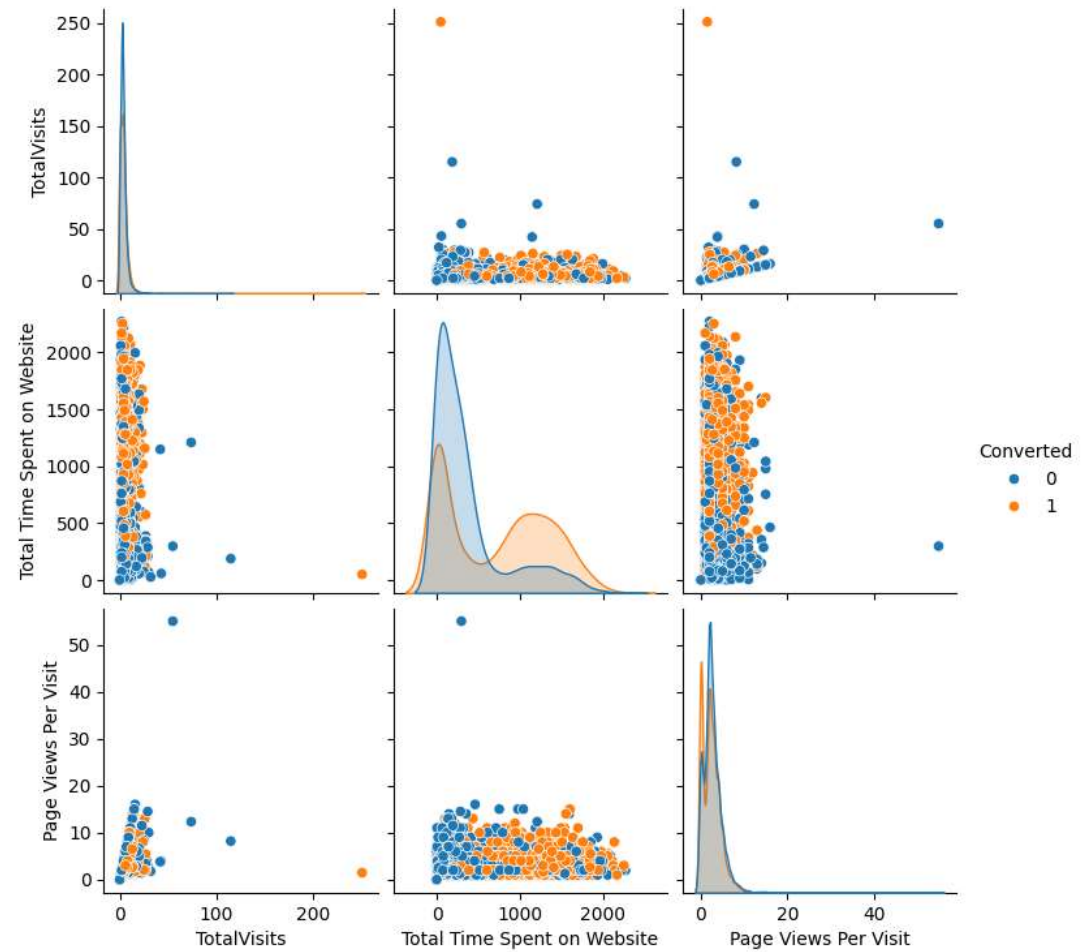
# Lead score case study

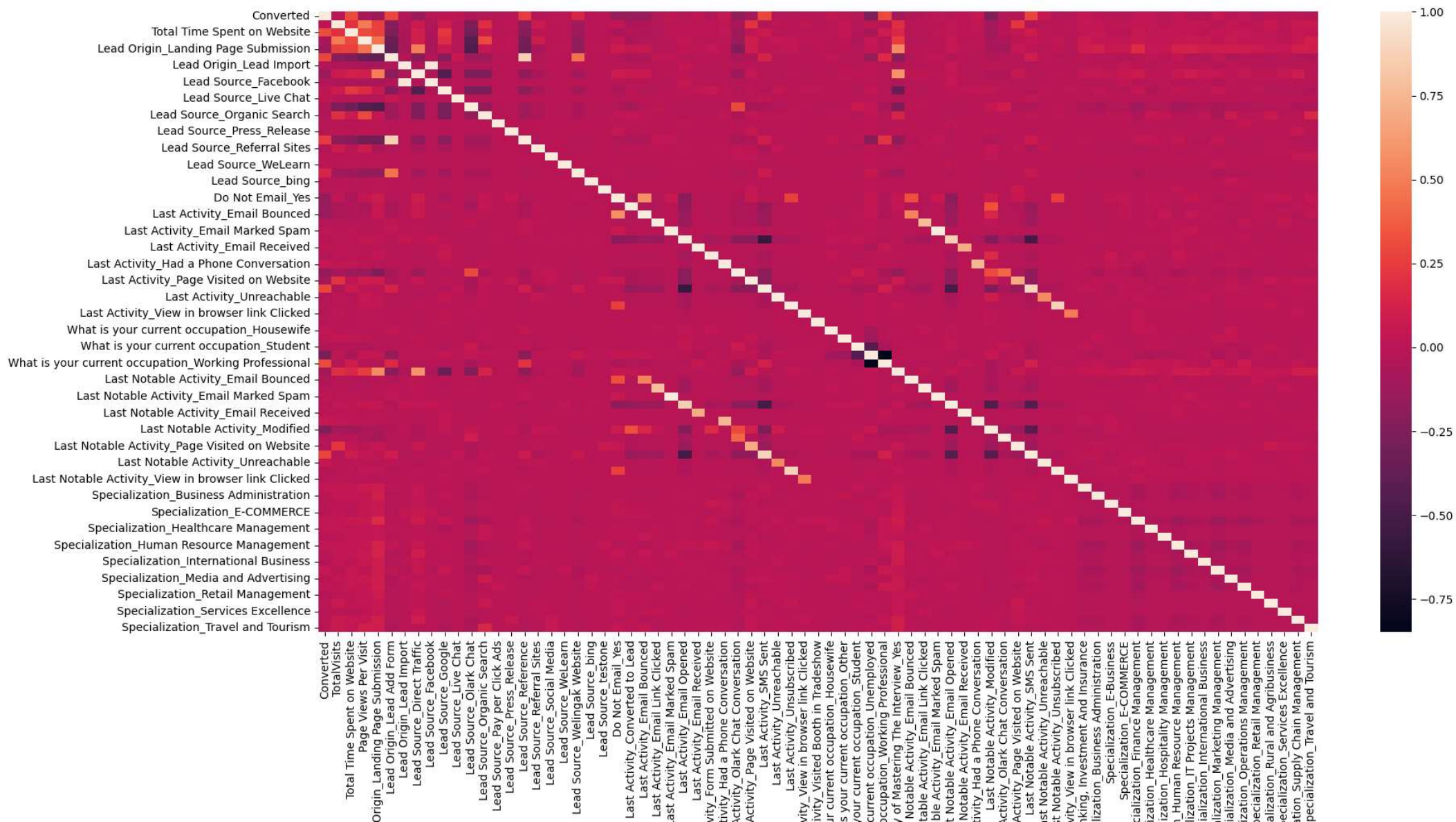
# Data cleaning

- Removed null value records
- Removed insignificant records with respect to the business context
- Retained the following columns

```
Prospect ID      0
Lead Number      0
Lead Origin      0
Lead Source      0
Do Not Email     0
Converted        0
TotalVisits      0
Total Time Spent on Website  0
Page Views Per Visit  0
Last Activity     0
Specialization    0
What is your current occupation  0
A free copy of Mastering The Interview  0
Last Notable Activity  0
dtype: int64
```

EDA





# Summary

Leads are abundant at the top of the funnel but often thin out by the bottom, where only a few convert into paying customers. To improve conversion rates, focus on nurturing leads in the middle stage through education and consistent communication. Start by identifying the best prospects based on key metrics like 'Total Visits,' 'Total Time Spent on Website,' and 'Page Views Per Visit.' Maintain an updated list of leads to inform them about new offerings and tailor communications based on their interests. Regularly engage with leads through Q&A sessions and follow-up appointments to gauge their intentions and fit for online courses. Implement a strategic plan to address each lead's needs to enhance conversion potential.