

# SUMMARY

## Introduction

X Education sells online courses to industry professionals. It markets its courses on different channels and gets a lot of leads. But its lead conversion rate is low at around 30%. The company required a build a regression model to help identify hot leads, clients who have higher chance of Conversion. CEO's target for lead conversion rate is around 80%.

## Recommendations and Observations

1. There are a quite a number of leads in the initial stage but only a few of them are converted into paying clients for the X company.
2. The most numbers of leads are from INDIA and in terms of city highest number are from Mumbai
3. Working professionals and especially those in Management style profiles to be aggressively targeted as they have high conversion rate and may be financially better off to afford high fees.
4. Clients those who spend a lot of time on the website and visit the site more often, could be hot leads.
5. Clients who respond to the SMS and part in Olark Chat conversations have high conversion rate.
6. Hence the company should focus on making the website more interactive, user friendly with good Chat features.
7. Reference also has high lead rate and thus incentives or discounts for providing reference that convert to lead, should be offered.

## Model:

1. The logistic regression Model that was built achieved a good 90% accuracy, with similar numbers in Specificity and Sensitivity, hence exceeding CEO's expectations of 80%.