

## Summary

The data collected for the Education Company had a huge number of Parameters. It is crucial to first study and analyze the data if they are of any use to the Analysis. Like we have seen, there were 6 columns having missing data percentage more than 35%. There were also columns which had the data called 'select', which was similar to having no data. We had treated the categorical data with the help of one-hot encoding which led to the increase in the number of columns. We then proceeded with the Recursive Feature Elimination Method to choose the best 15 features and finally selected the optimal threshold for sensitivity-specificity analysis.

The result can be summarized as:

There are a lot of leads generated in the initial stage (top) but only a few of them come out as paying customers. In the middle stage, you need to nurture the potential leads well (i.e. educating the leads about the product, constantly communicating etc.) in order to get a higher lead conversion.

First, sort out the best prospects from the leads you have generated. 'TotalVisits' , 'Total Time Spent on Website' , 'Lead Origin\_Lead Add Form' which contribute most towards the probability of a lead getting converted.

Lead Source\_Olark Chat, Lead Source\_Welingak Website, Last Activity\_Had a Phone Conversation and Last Activity\_SMS Sent are also seen as the best prospects to convert the leads, while E-mail seems to be a bad option for lead conversion. Also Students and Unemployed have a negative chance to leads getting converted..

Additionally, You must keep a list of leads handy so that you can inform them about new courses, services, job offers and future higher studies. Monitor each lead carefully so that you can tailor the information you send to them. Carefully provide job offerings, information or courses that suits best according to the interest of the leads. A proper plan to chart the needs of each lead will go a long way to capture the leads as prospects.

Focus on converted leads. Hold question-answer sessions with leads to extract the right information you need about them. Make further inquiries and appointments with the leads to determine their intention and mentality to join online courses.