

In the analysis that we have done above, we have analyzed how we can encourage more professionals to join the course. The case study has been carried using different aspects like:-

- EDA helped in checking the condition of data
- The data was cleaned
- Dummy variables were created and later on removed
- Train and Test split test was done too in 70% and 30%
- Model building was done
- Model evaluation was done too

Our Logistic Regression Model is decent and accurate enough, when compared to the model derived using PCA, with 80.35 % Accuracy on Test Set, 80.37 % Sensitivity and 80.33 % Specificity. We can vary these parameters by varying the cut-off value and thus predict Hot leads based on scenarios like availability of extra resources and vice-versa.

X Education Company needs to focus on following key aspects to improve the overall conversion rate:

- Increase user engagement on their website since this helps in higher conversion
- Increase on sending SMS notifications since this helps in higher conversion
- Get Total visits increased by advertising etc. since this helps in higher conversion
- Improve the Olark Chat service since this is affecting the conversion negatively