

Summary:

- 1. There were many columns with null values in the data set which were dropped as they were not helpful for the analysis.**
- 2. Some columns had a value 'Select' which basically is an unselected dropdown value which usually has 'Select' as default value. This should be treated as a null value and was taken care of.**
- 3. Most people who visited the site many times and spent much time on the site would end up buying one or the other course.**
- 4. People who often chose 'Better Career Prospect' would end up taking the course.**
- 5. Most leads would directly land on the site. But few many come from ad campaigns. Upping ad game on popular sites and apps will really help to convert more leads.**
- 6. Most leads are unemployed. Maybe giving discounts to unemployed or some king of loan program would increase the business.**