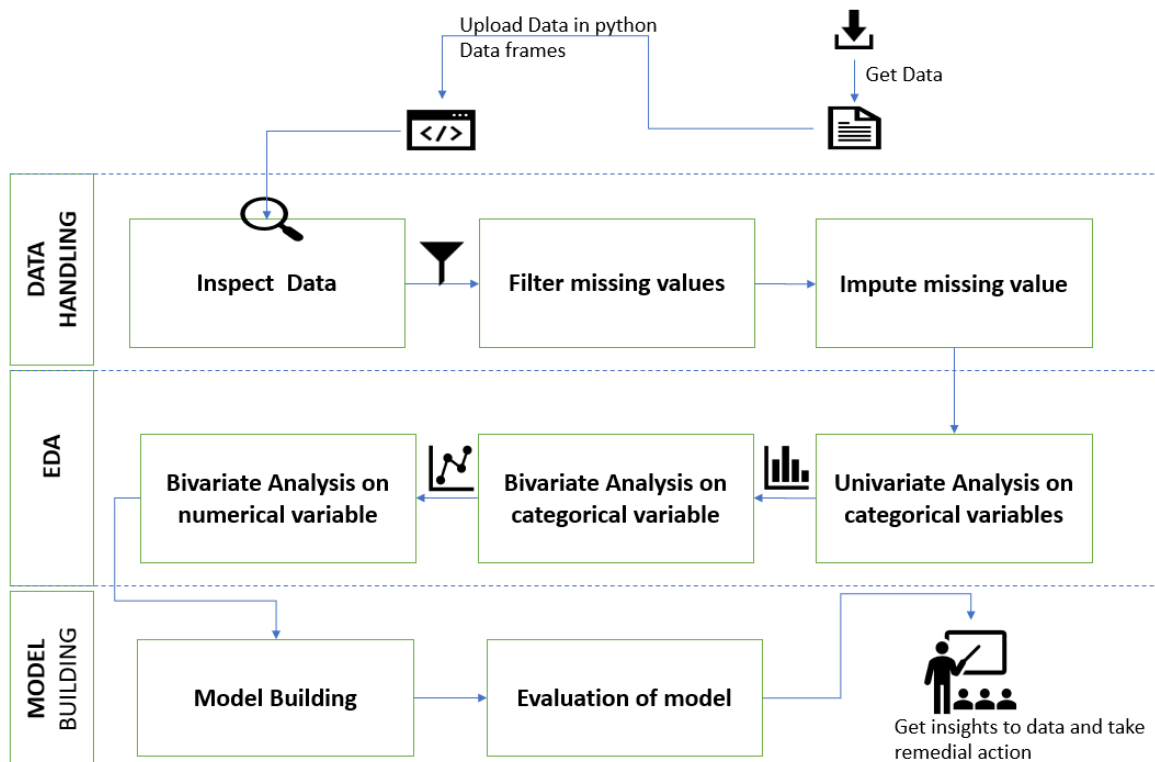


Brief Summary

Problem Statement:

An education company named X Education sells online courses to industry professionals. On any given day, many professionals who are interested in the courses land on their website and browse for courses. Through this process, some of the leads get converted while most do not. The typical lead conversion rate at X education is around 30%

Strategy:



As can be seen from Data set was processed and cleaned, missing values imputed and Data analysis was performed. 15 Important features were selected. Logistic regression model was built by splitting data. Variable with high p value dropped. Logistic model-4 was selected as it showed significant less p-value around threshold

The top three variable based on final model which contribute most towards probability of lead getting converted are listed below:

- Lead Source_Welingak Website
- Lead Source_Reference
- Current_occupation_Working Professional

Conclusion

- As our model predicted leads from **Lead Source_Welingak Website, Lead Source_Reference, Current_occupation_Working Professional** are likely to be converted more, so should focus on these leads
- Company should focus on leads which our model predicted as 1 and likely focus attention to them as they are potential paying customer.
- Model predicted **last_activity_SMS_sent and Activity_Email_opened** are potentials leads and likely to convert.
 - Tailor made SMS or Emails to potentials leads to lure them and increase chance of conversion
- **Total Spent on Website** indicates that consumer checking out website are likely to convert as it implies interest shown by consumer.
 - Enabling customized Ads or contact information on website will help company to lure consumer and increase chance of conversion
- **Lead Source Olak chat** indicates consumers are showing interest and gathering information using chat feature.
 - Getting customer details and reaching out to them may turn them to potential lead.

Recommendation:

- **Work on website and application** of company so customer can navigate and surf easily. Bad UI interface or badly designed website page are huge turn off for customer
- **Chatbot** to solve minor query of customer on website or app page is added plus
- **Customized SMS and emails** to customer based on their profiles/Bio
- **Referrals and incentives**-based scheme can spread word of mouth about company.
- Also **Marketing** and making consumer aware plays huge part to garner attention of consumer
- Reaching out to existing consumer timely and getting their **feedbacks** should be prioritized