Summary Report – Lead Conversion Case Study

➢ Applied concepts learned during logistic regression.
➢ First and foremost, imported all relevant libraries in python
➢ Understood and analyzed data to see categorical and numerical attributes.
➢ Further checked underlying data and performed data cleaning and required pre-processing steps
➢ To build a model, did a test-train split. Train data to learn patterns and test data kept to check acquired learning
➢ Model was generated and modified iteratively to make it more accurate
➢ Checked model accuracy and other key metrics
➢ Tested model on test data set
➢ Documented the results in required format i.e. PPT and Word documents and submitted in desired format

Many Thanks!
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