

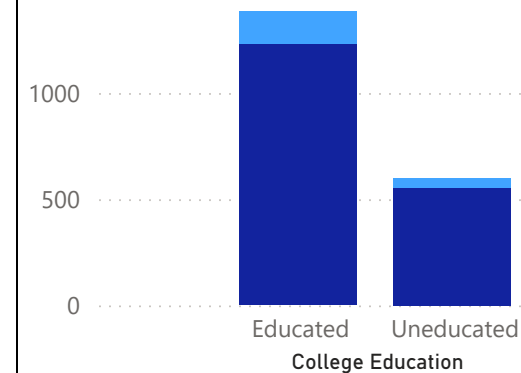
9.17%

Overall Conversion Rate

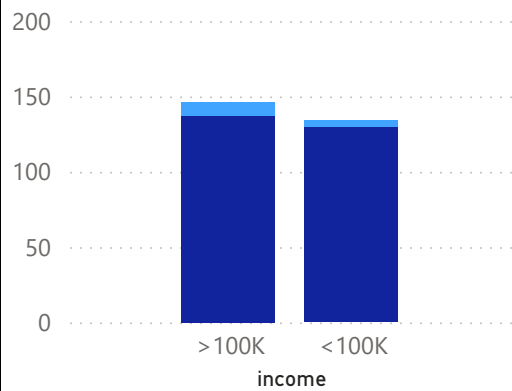
Insights

- People belongs to age range 55-64 are converted at a larger percentage comparative to other age groups.
- Similarly, home owners, College level educated, parents and belong to urban region are most likely to converted.
- Gender, Religion, Politics are not providing major insight independently.
- (55-64, Not a homeowner, Uneducated, Rural, Not a parent) have a 80-90% chance to convert.

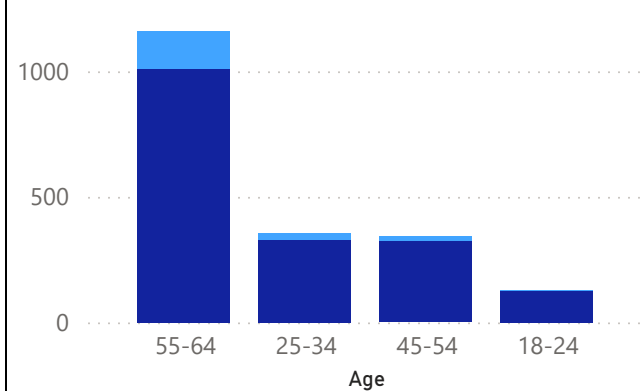
True Conversion by College Education



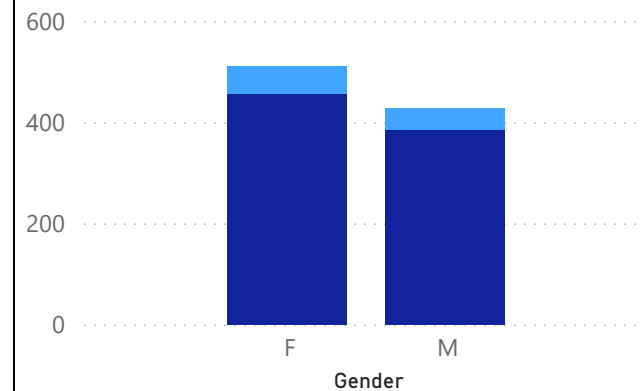
True Conversion by Income



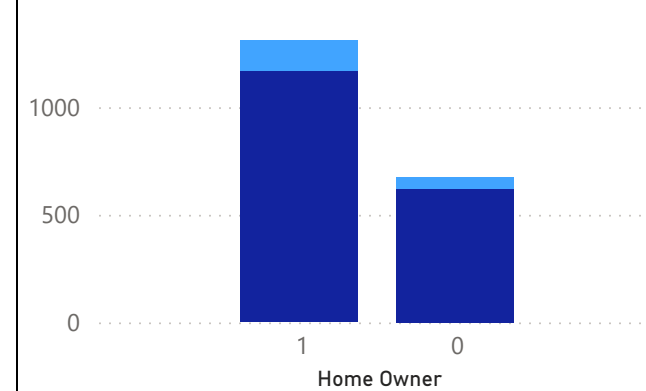
True Conversion by Age



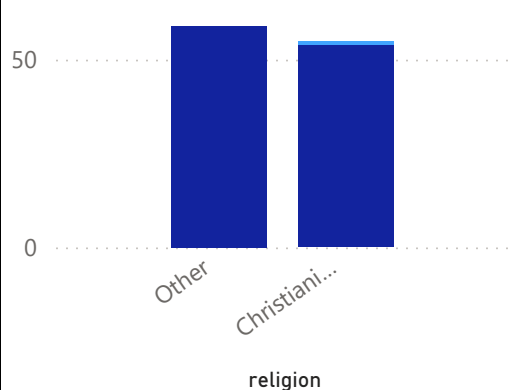
True Conversion by Gender



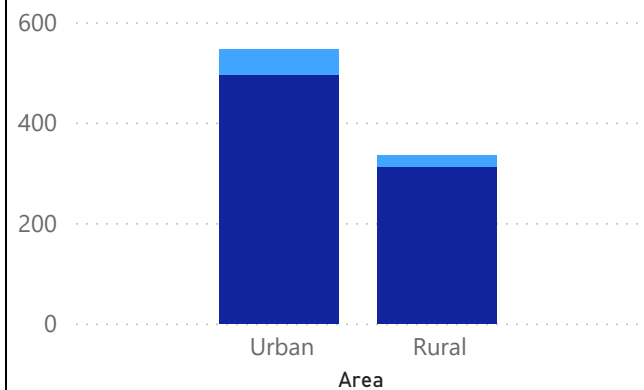
True Conversion by Homeowner



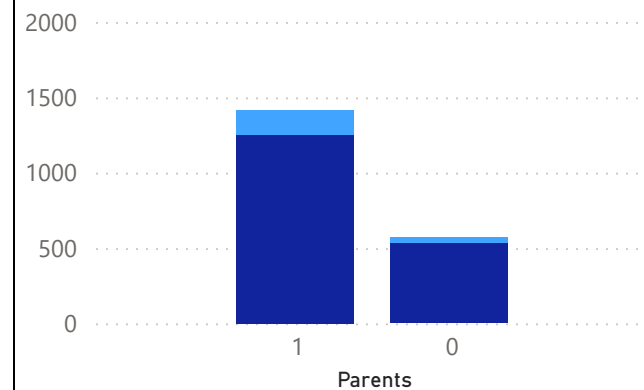
True Conversion by Religion



True Conversion by Area



True Conversion by Parents



True Conversion by Politics

