

# BUSINESS OBJECTIVE

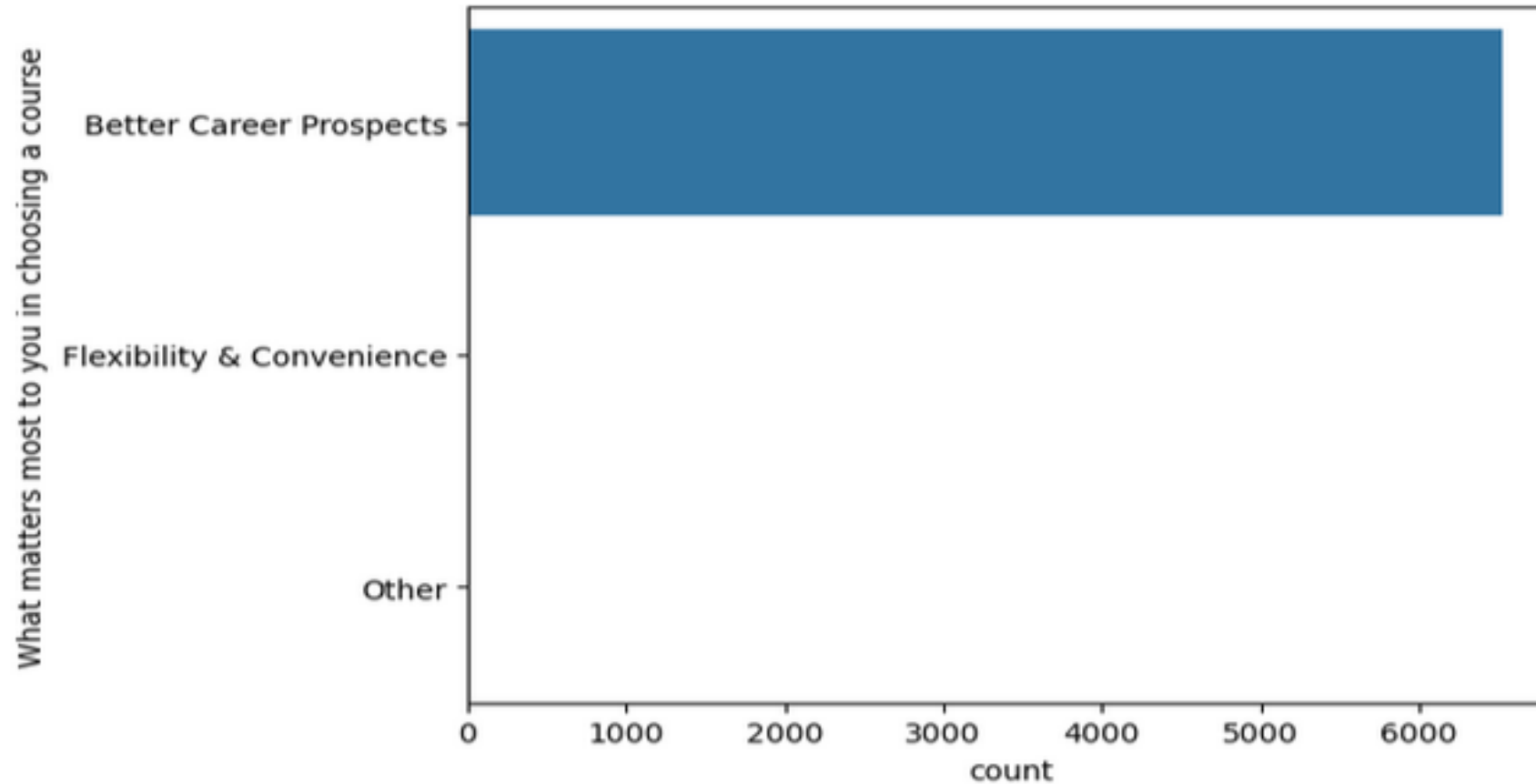
- Lead X wants us to build a model to give every lead a lead score between 0 -100 . So that they can identify the Hot leads and increase their conversion rate as well.
- The CEO want to achieve a lead conversion rate of 80%.
- They want the model to be able to handle future constraints as well like Peak time actions required, how to utilize full man power and after achieving target what should be the approaches.

# Approach

- Import Data
- Data Preparation
- EDA
- Dummy Variable creation
- Test train split
- Feature scaling
- Model Building
- Model evaluation
- Making prediction on test
- Test model evaluation
- Conclusion

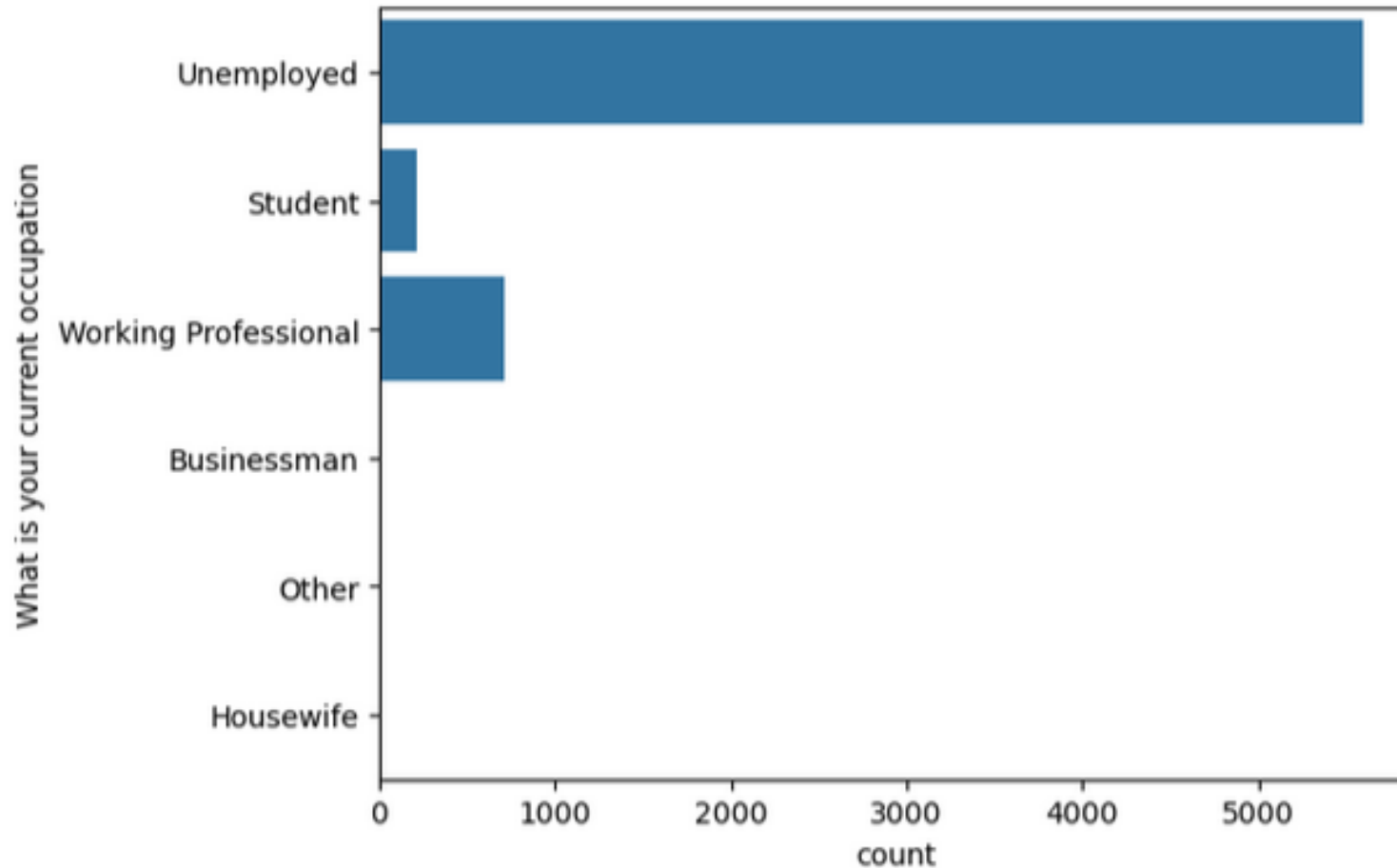
# Inferences 1

Most people are joining the course for better career prospects



# Inferences 2

More unemployed population is joining the course



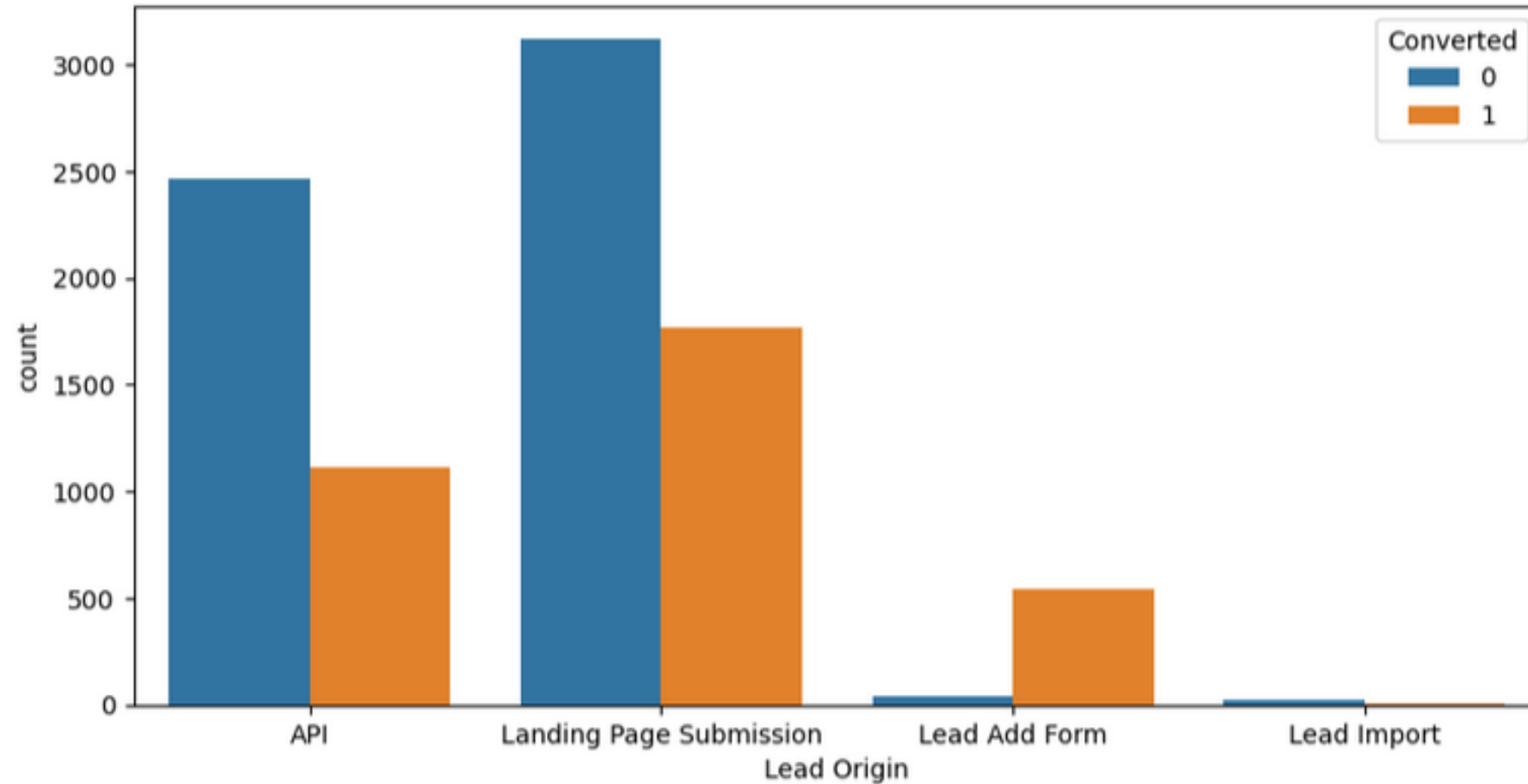
# Inferences 3

Most leads are from India



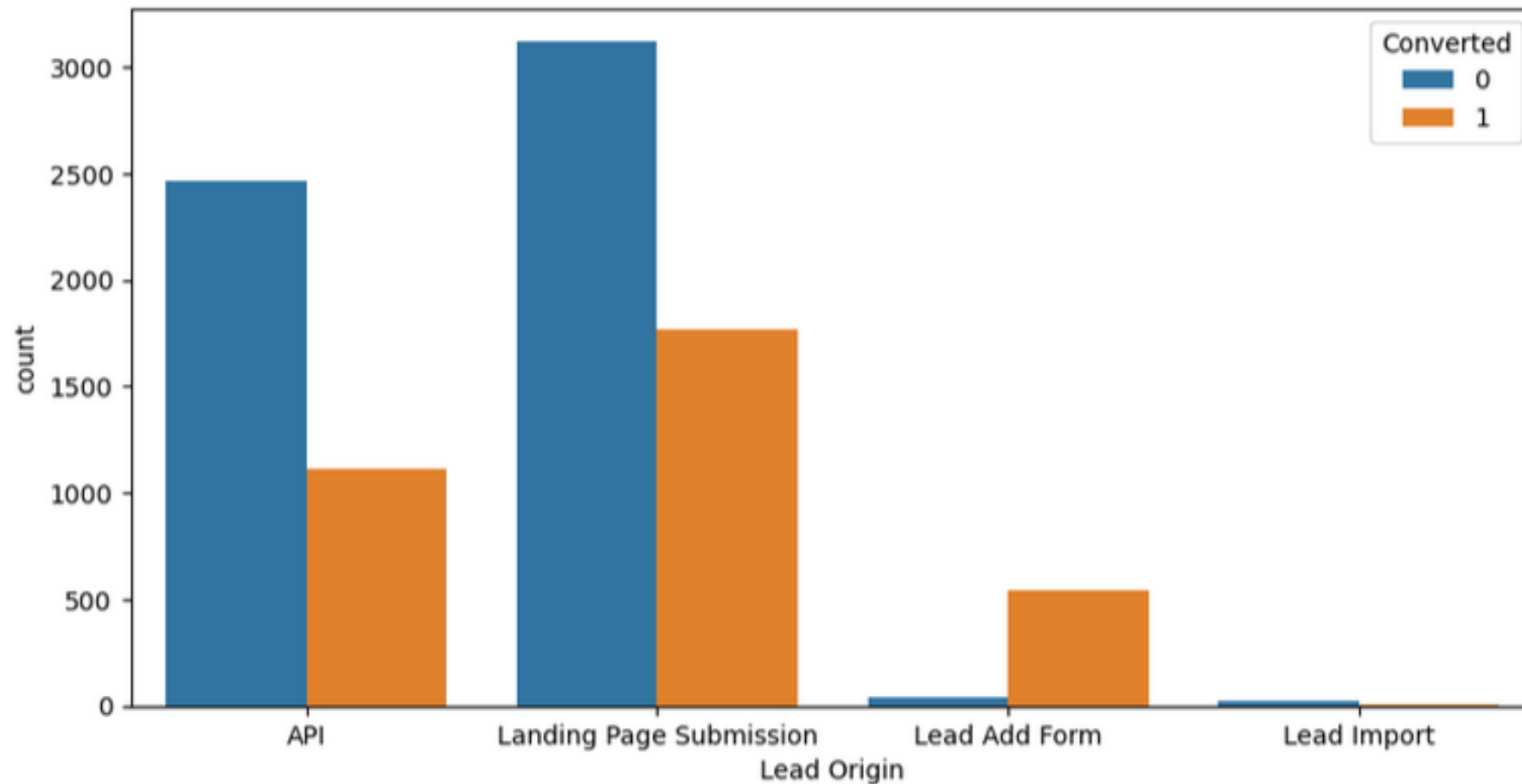
# Inferences 4

Most leads are coming through landing page submission.  
Lead add form has better conversion rate.



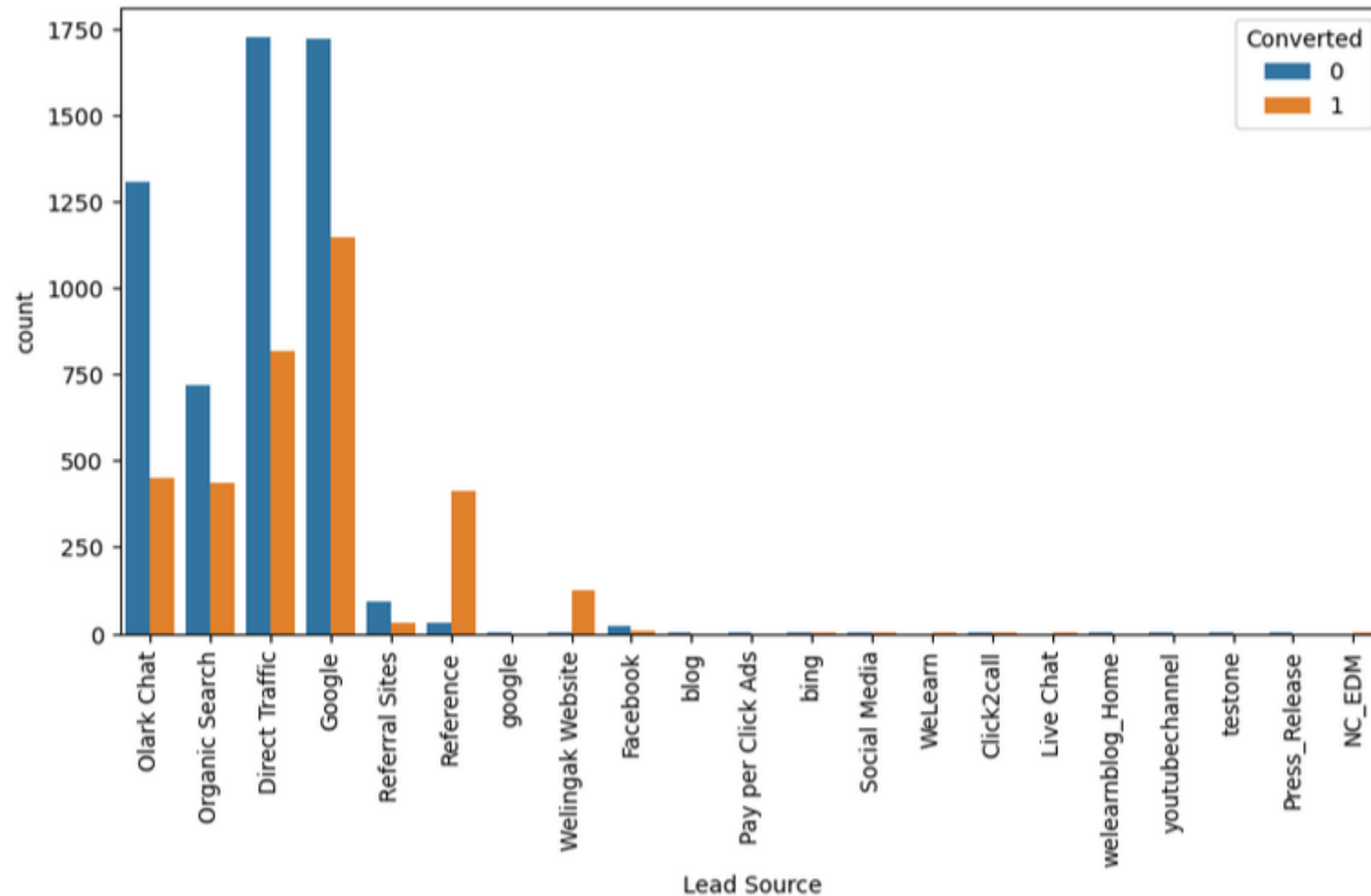
# Inferences 4

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# Inferences 5

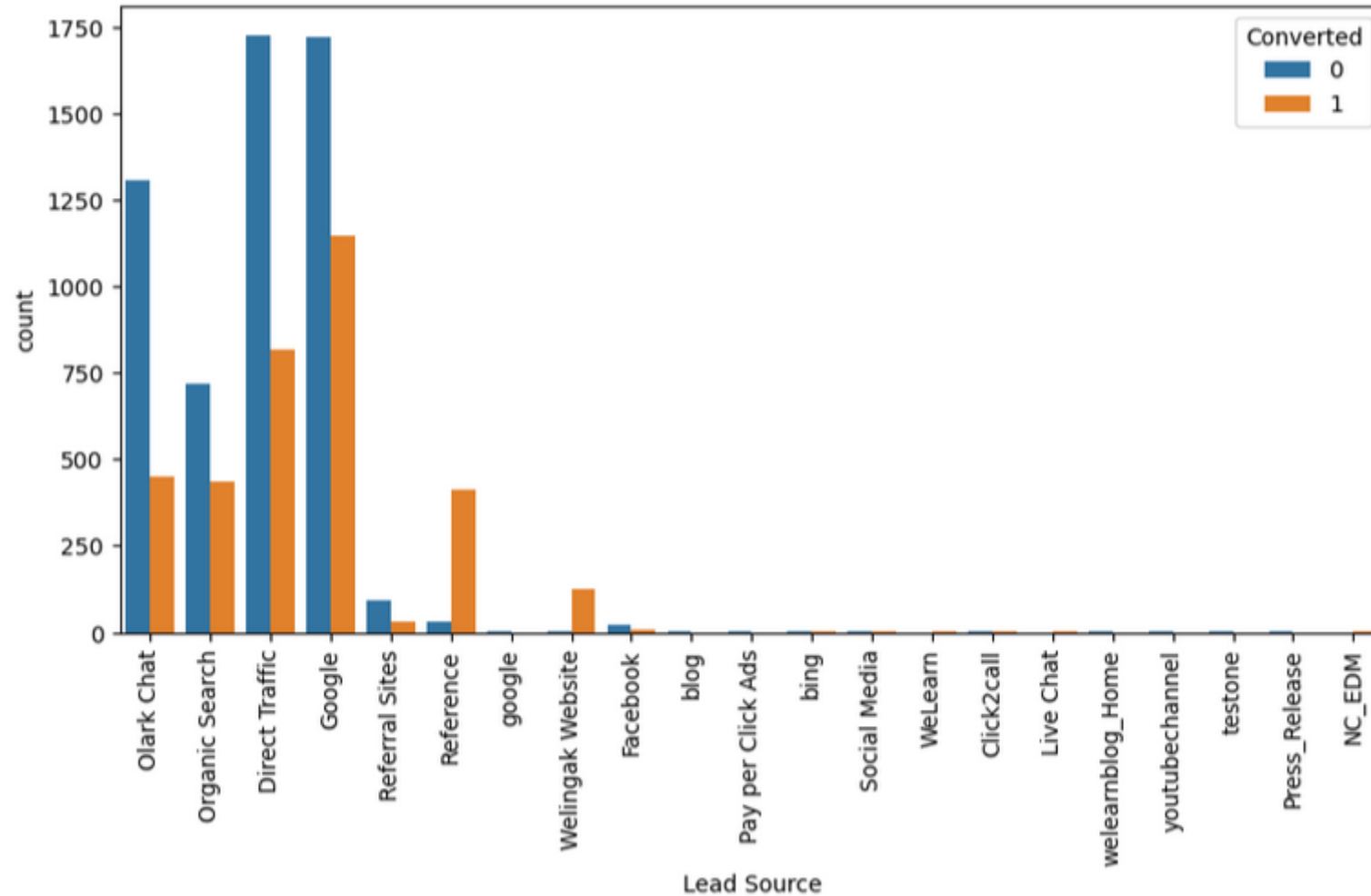
Direct traffic and google are giving more leads.





# Inferences 5

Direct traffic and google are giving more leads.



# Training Model

Accuracy: 0.7891

Sensitivity: 0.790

Specificity: 0.7881

False Positive Rate: 0.211

Positive Predictive Value : 0.699

Negative Predictive Value: 0.858

# Test Model

Accuracy: 0.7891

Sensitivity: 0.821

Specificity: 0.7626

False Positive Rate: 0.23

Positive Predictive Value : 0.667

Negative Predictive Value: 0.88