

Observation:

- ◆ # After running the model on the Test Data these are the figures we obtain:
- ◆ # Accuracy : 92.78%
- ◆ # Sensitivity : 91.98%
- ◆ # Specificity : 93.26%

Final Observation:

- ◆ # Let us compare the values obtained for Train & Test:
- ◆ # Train Data:
 - ◆ # Accuracy : 92.29%
 - ◆ # Sensitivity : 91.70%
 - ◆ # Specificity : 92.66%
- ◆ # Test Data:
 - ◆ # Accuracy : 92.78%
 - ◆ # Sensitivity : 91.98%
 - ◆ # Specificity : 93.26%

The Model seems to predict the Conversion Rate very well and we should be able to give the CEO confidence in making good calls based on this model