Summary:

We have built a logistic regression model to assign a lead score between 0 and 100 to each of the leads which can be used by the company to target potential leads.

A higher score would mean that the lead is hot, i.e. is most likely to convert whereas a lower score would mean that the lead is cold and will mostly not get converted

Steps followed:

- ➢ Data import
- ➢ Data Cleaning
- ➢ EDA Analysis
- ➢ Test Train Split
- ➢ Scaling
- ➢ Model Building
- ➢ Model Evaluation by different metrics and measures
- ➢ Model Predictions on Test Data Set

We have followed the EDA analysis, model evaluation on test and train set using different metrics and measurements

EDA Analysis:

Landing pages can be helpful to find more leads

SMS Messages have high impact on the leads conversions

Searches are not enough for lead conversions

India has good lead conversion rate

Model Analysis:

Model Shows accuracy of 79.6%

Using measures, the threshold is opted from sensitivity, specificity ,precision and recall

Model has 87% sensitivity and 74% Specificity

According to this we have built a good model