Summary Report of Leads Conversion

The insignificant categories which are not important or not affecting much are the variables

"What are your Current Occupation, Lead Quality, Lead Profile, Specialization, Country, Lead Origin, Lead Source, Last Activity, How did you hear about X Education, What Matter most to you in choosing a Course, Tags, City, Asymmetrique Profile Index, Last Notable Activity, Lead Source, Last Activity, Asymmetrique Activity Index, Last Notable Activity."

The Continuous variables, Converted','TotalVisits','Total Time Spent on Website','Page Views Per Visit','Asymmetrique Activity Score','Asymmetrique Profile Score' are not having outliers

The Conversion rate is approximately 54%

The overall accuracy is 77%

Checking the VIF & after dropping high Values of "Lead Number, Asymmetrique Profile Score the total Accuracy stands at 76%

The remaining variables left having low VIF values are Asymmetrique Activity Score ,A free copy of mastering the interview ,Total Visits ,Page Views per visit & total time spent on website .

The Total Accuracy is still 0.75

The Sensitivity is 0.78

The Specificity is 0.725

The Optimum point from the graph is found out to be 0.5

The Precision & Recall Values are 0.76 ,0.77 respectively

The Following variables to be looked at for increasing the Lead Conversion rate

- Asymmetrique Activity Score
- A free copy of mastering the interview
- Total visits
- Page views per visit
- Total Time Spent on website