Summary

X Education has appointed us to help them select the most promising leads, i.e. the leads that are most likely to convert into paying customers. We have build a model wherein you need to assign a lead score to each of the leads such that the customers with higher lead score have a higher conversion chance and the customers with lower lead score have a lower conversion chance.

Model we have built is adaptable to future requirements and changes for the company

Steps we followed to achieve the objectives are as follows

- Understanding the Data Set & Data Preparation
- Applying Recursive feature elimination to identify the best performing subset of features for building the model.
- Building the model with features selected by RFE. Eliminate all features with high p-values and VIF values and finalize the model
- Use the model for prediction on the test dataset and perform model evaluation for the test set.
- Decide on the probability threshold value based on Optimal cutoff point and predict the dependent variable for the training data
- Perform model evaluation with various metrics like sensitivity, specificity, precision, recall, etc.