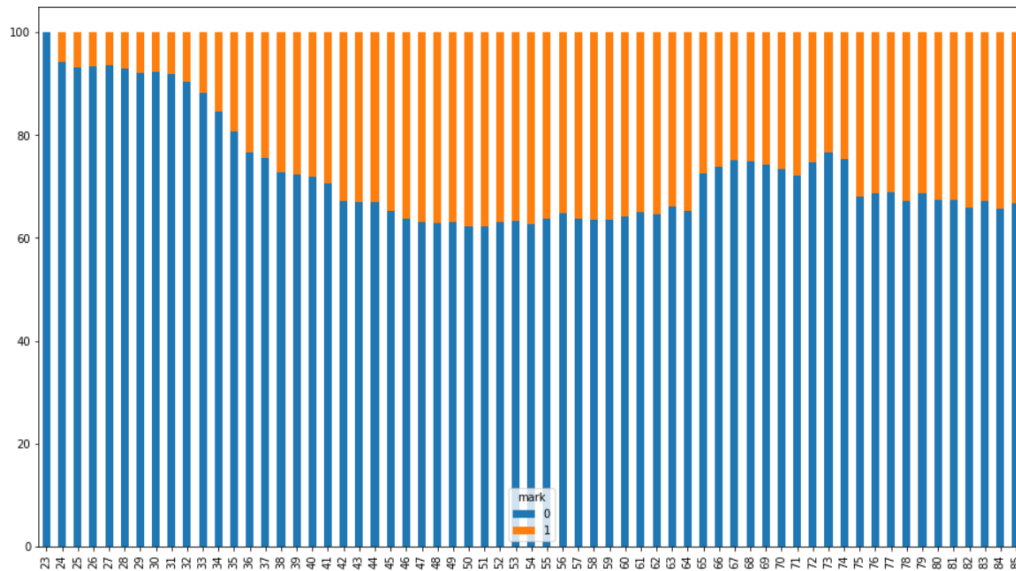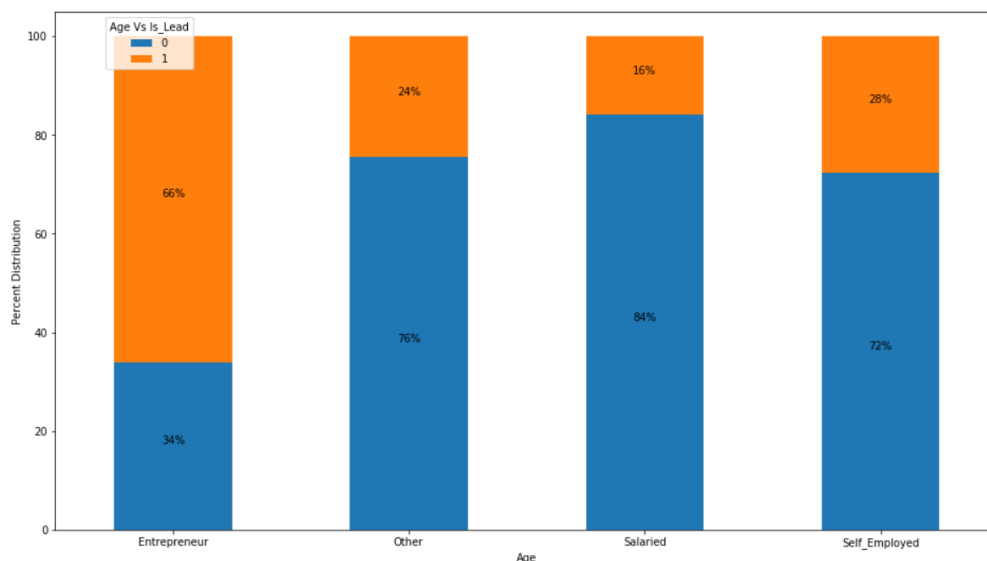# Lead Prediction Approach and Results

**EDA:**

1. There are Null values for Credit Product column. Either we can fill with frequency value or can consider it as another Target variable to fill value with Modeling.
2. Relation between Age and Target variable varies when Age increases, i.e.,. Above 42 age, users are turned out to be more Leads till 64 and then from 75 to till 84.
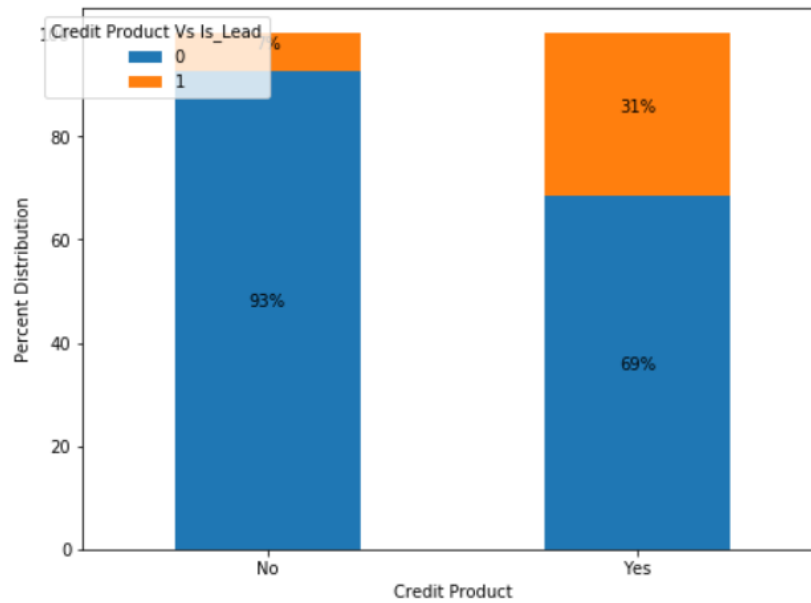


3. Entrepreneurs are more preferring Credit cards where Lead percentage is 66% out of all other categories.



4. Leads via Channel codes X2 and X3 are comparatively more leads than others.

5. Region codes with highest percentage for Leads are 30%.



6. People with Credit product with have any other products are Leads of 31%

7. Avg Account Balance, is not normally distributed. It can be converted into log transformation , but when we apply Non_linear modeling techniques, it doesn't weigh much.

**Modeling Techniques:**

1. With CatBoost Classifier, AUC seems to be more. So, finalizing with it.