

SUMMARY

The observations and results of the Lead Scoring data as follows:

Observation:

After running the model on the Test Data these are the figures we obtain:

- 1)Accuracy : 69.36%
- 2)Sensitivity :88.80%
- 3)Specificity : 50.91%

Conclusion and Observations:

- 1. The model's final prediction of conversions was determined by considering both sensitivity-specificity and precision-recall metrics, with the optimal cutoff being based on sensitivity and specificity.
- 2. The accuracy, sensitivity, and specificity values of the test set closely resemble those calculated using the trained set, indicating consistent performance.
- 3. The lead score calculated on the trained set suggests an approximate conversion rate of 80% for the final predicted model.
- 4. Taking all these factors into account, the overall conclusion is that this model performs well and can be considered as good.

Important features that contribute significantly to a good conversion rate

- 1. The analysis reveals that certain features significantly contribute to the probability of lead conversion. The most important features found are Lead Origin_Lead Add Form and What is your current occupation_Working Professional.
- 2. These features have a strong positive impact on the conversion rate, indicating that leads originating from the lead add form and those who are working professionals are more likely to convert.

3. Additionally, the total time spent on the website is also identified as a significant factor, suggesting that higher engagement on the website positively influences the probability of lead conversion