

# Lead Scoring Case Study

## Summary

The data analysis was done by following the concepts of Logistic regression.

We had to clean the data initially because there were many null values and in order to do so we had to delete few of the columns and rows.

We had converted the variables having Yes/No values to binary variables (1/0) and dummy variables were created for other categorical variables.

We have prepared our model using Recursive Feature Elimination technique.

We learnt that few of the variables were dependent on each other thus increasing the collinearity so, we had to drop those variables as well.

After preparing the final model we had performed some of the evaluation metrics which indicates that Precision of our model is 86% .