Observations: After running the model on the Test Data , we obtain:

Accuracy : 79.2 % Sensitivity : 68.2 % Specificity : 87.2 %

Results :-

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1) Comparing the values obtained for Train & Test: Train Data: Accuracy : 78.7 % Sensitivity : 68.2 % Specificity : 87.2 % Test Data: Accuracy : 79.2 % Sensitivity : 68.2 % Specificity : 87.2 % Thus we have achieved our goal of getting a ballpark of the target lead conversion rate to be around 80% . The Model seems to predict the Conversion Rate very well and we should be able to give the CEO confidence in making good calls based on this model to get a higher lead conversion rate of 80%.