Summary

Factors which influence probability of a leading score getting converted are Coefficients, P-value.**'Lead Source', 'Last Activity'** and **'Lead Notable Activity'** are the three variables in the model that contribute most towards the probability of a lead getting converted. Due to having highest coefficient and less P-value.

In order to increase the probability, most three categorical/dummy variable to be focused are **'Lead Source_Reference', 'Lead Source_Welingak Website'** and **'Last Notable Activity_Had a phone conversation.**

As per the created model,if optimal cut off variable is more than 0.3, the lead conversions leads to 80%. So, Make a phone calls and send emails as many as possible options by sales team to convert leads who are considered to be convertible.

The sales team can focus on new marketing strategies to attract more leads for the next quarter and also search for any latest technologies to include in the course instead of wasting time in making unnecessary phone calls, and they can remove the leads from database who didn't respond in current quarter because it is wasting of time.