

Leads Scoring Case study in details as below

We all know that if any data provided to us firstly we read and understand the data and their given points also thoroughly also that read and understand each and every single data point and the columns details also which available in the given data.

- ➔ Similarly, we do same with our data i.e. 'Lead Scoring' read and understand what data say.
- ➔ So here data talking about the education company named X Education sells online courses to industry professionals.
- ➔ Here we see the data many options are includes which many are categorical forms some are converted into numerical forms as we see in data.
- ➔ As we know that we play data into numerical forms which means as much as we converted columns into numerical forms.
- ➔ We all know we make train test when all data converted into numerical forms.
- ➔ Firstly we drop that columns which not needed in dataset.
- ➔ Then we converted columns which needed in data frame from categorical to numerical forms.
- ➔ All these do and clean the dataset to move next step and next step is train test model.
- ➔ As we know that in train test model we use librarires like logistic regression, RFE, and many more.

- ➔ After all these things we make test train model in which we put first 15 data which we predicated.
- ➔ Then we make perfect model in which we process towards to next step.
- ➔ After completing the model prediction we move to matrix confusion .
- ➔ Then we import matrix libraries and find the value of TP,TN,FP,FN.
- ➔ We check matrix accuracy also in which we know how much our data accurate and its useful.
- ➔ After that apply ROC in the data in which we see that our graph going upwards in +ve direction means our data is good.
- ➔ After that we apply Precision and recall to check measure of quantity, means we say that, Higher precision means that an algorithm returns more relevant results than irrelevant ones, and high recall means that an algorithm returns most of the relevant results.
- ➔ All these process we done and try to make good model as much as we can.

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