

## Summary report

Below is the summary of the model building exercise being done

Model(s)	Cross Val Score(Train)	cross Val score (Test)
Base Model	0.8118377866024025	0.8145460064759849
Model 2	0.8003434582478922	0.7983917970858069
Model 3	0.7951482185891201	0.7914145979492714
Model 4	0.7975099277027822	0.7950876956287102
Model 5	0.8126255598852661	0.8134504856988667
Model 6	0.8121531189403843	0.813815434430653
Model 7	0.8009733795077347	0.7987580949811118

Out of the 7 Models put together model 5 seems to be the best performing based on the cross validation score on the Train and test data.

Using RFE 25 features considered to be best performing

Below are the list of 25 features

1. TotalVisits
2. Total Time Spent on Website
3. Page Views Per Visit
4. Lead Origin\_API
5. Lead Origin\_Landing Page Submission
6. Lead Origin\_Lead Add Form
7. Lead Source\_Olark Chat
8. Lead Source\_Reference
9. Lead Source\_Welingak Website
10. Do Not Email\_No

11. Last Activity\_Approached upfront
12. Last Activity\_Converted to Lead
13. Last Activity\_Email Bounced
14. Last Activity\_Had a Phone Conversation
15. Last Activity\_Olark Chat Conversation
16. What is your current occupation\_Housewife
17. What is your current occupation\_Student
18. What is your current occupation\_Unemployed
19. What is your current occupation\_Working Professional
20. Last Notable Activity\_Email Link Clicked
21. Last Notable Activity\_Email Opened
22. Last Notable Activity\_Had a Phone Conversation
23. Last Notable Activity\_Modified
24. Last Notable Activity\_Olark Chat Conversation
25. Last Notable Activity\_Page Visited on Website

## **CONCLUSION / SUMMARY**

1. Lead Origin and Lead source are key for getting the lead converted
2. Leads Originating from the below source
  - a. API
  - b. Landing Page Submission
  - c. Add form
3. Lead Sources coming from below
  - a. Olark chat

- b. Reference

- c. website

4. Company should consider to reach out leads from point 2 and 3 as they are potential leads to be converted

5. Below leads whose occupation are considered to be potential leads to be converted

- a. unemployed

- b. Student

- c. house wife

- d. working professional