

Summary

The analysis of the model performance on both the training and test datasets indicates promising results:

Training Data:

- Accuracy: 81.0%
- Sensitivity: 81.7%
- Specificity: 80.6%

Test Data:

- Accuracy: 80.4%
- Sensitivity: 80.4%
- Specificity: 80.5%

The achieved accuracy and balanced sensitivity and specificity on both datasets demonstrate the effectiveness of the model. The model appears to predict the lead conversion rate accurately, with the observed accuracy hovering around 80%. This aligns well with the goal set for the target lead conversion rate.

The results instill confidence in the model's ability to make reliable predictions, suggesting that it can be a valuable tool for decision-making. The CEO can use insights from this model to make informed decisions aimed at achieving a higher lead conversion rate of 80%.