Lead Scoring Case Study

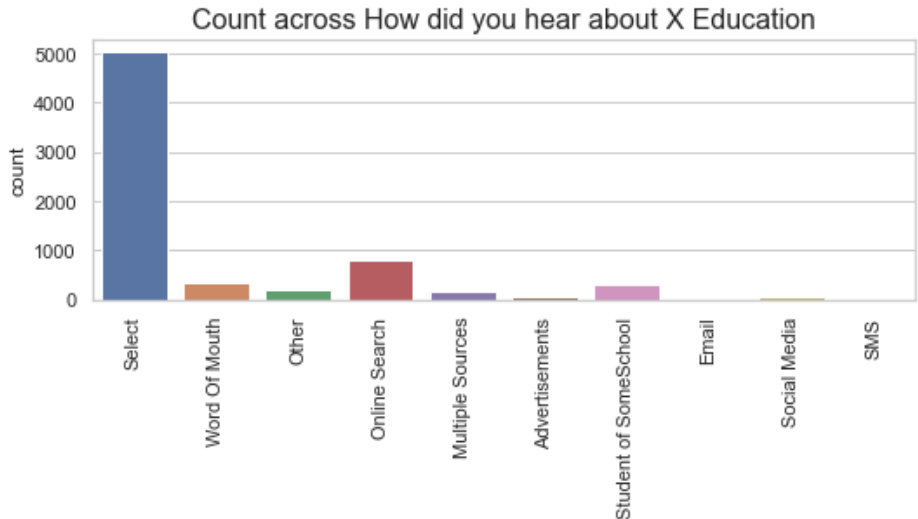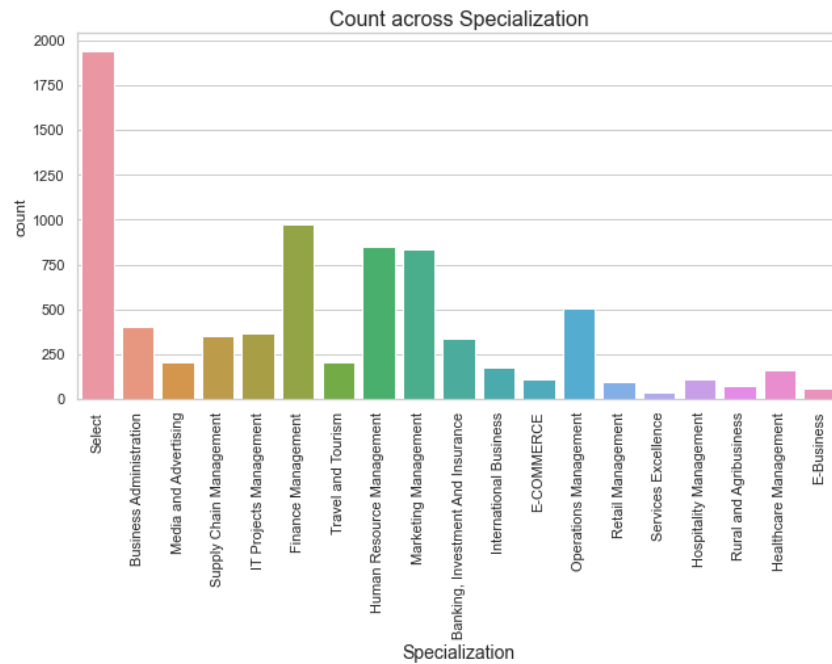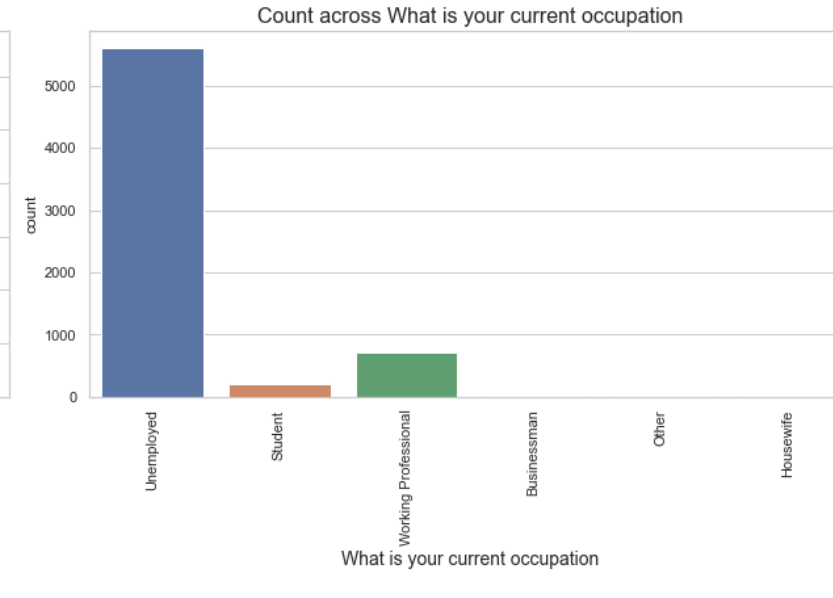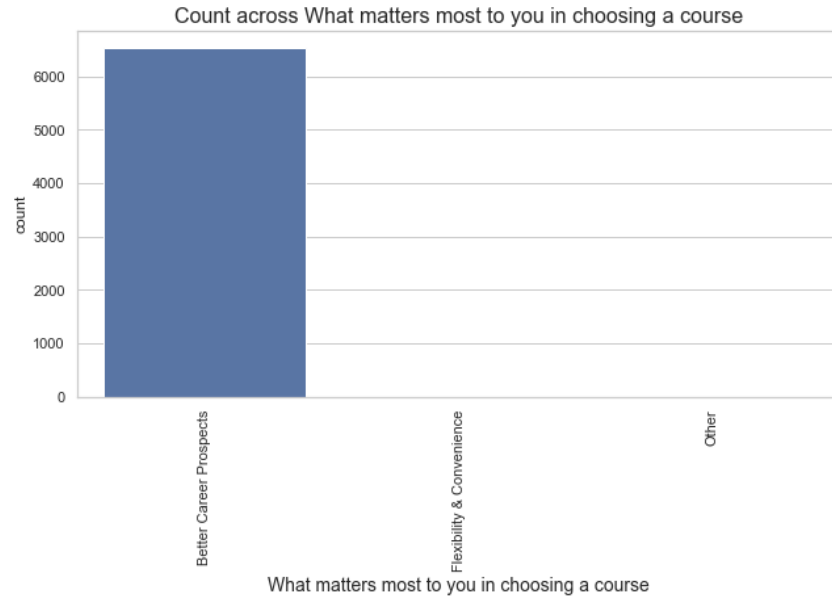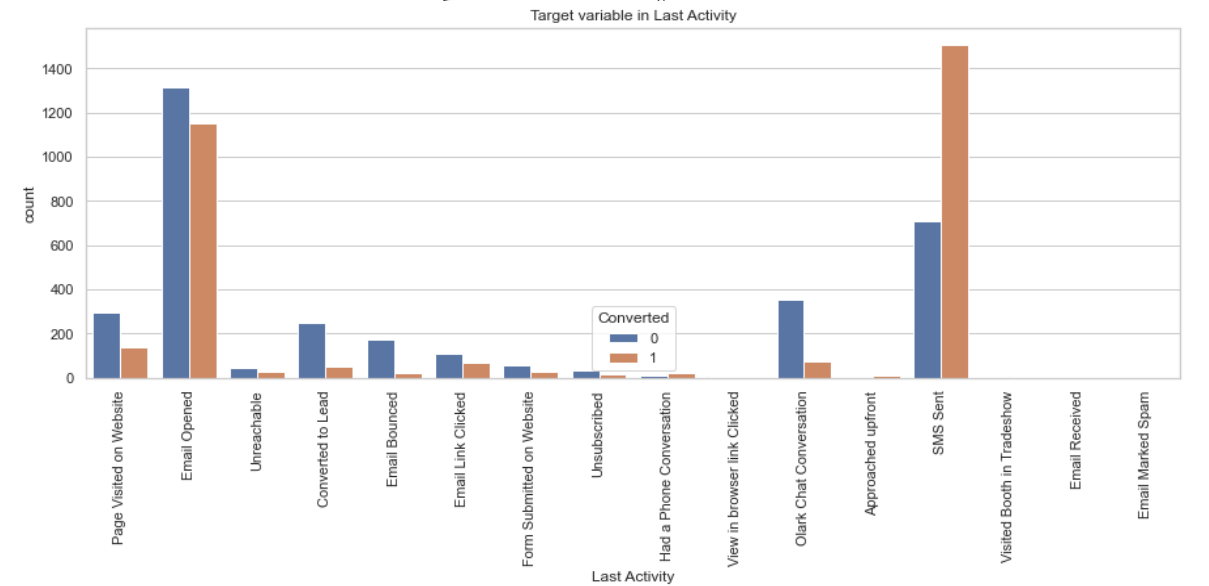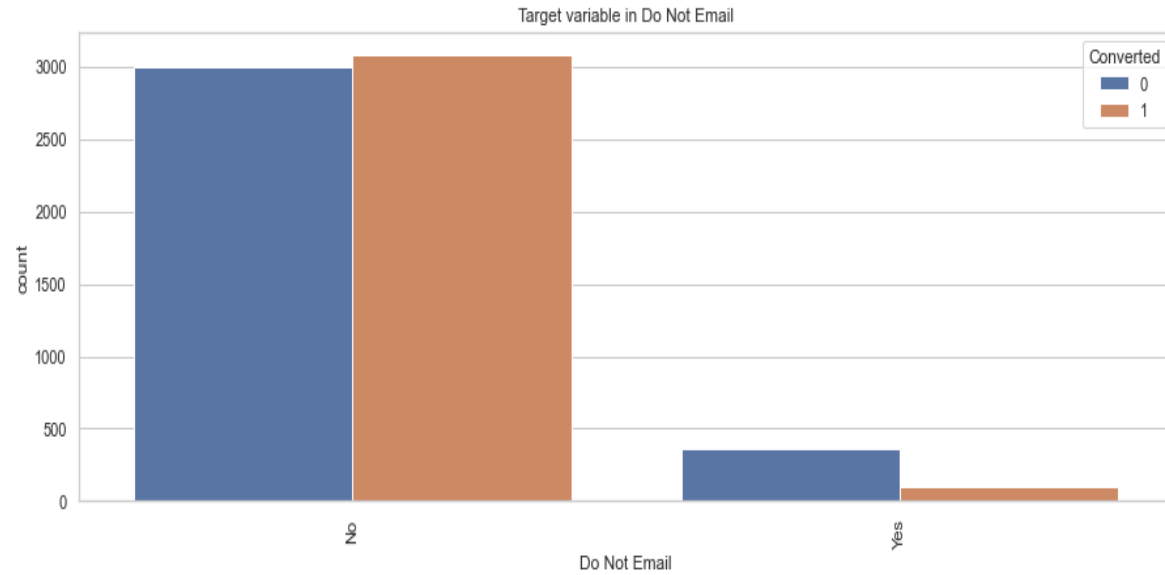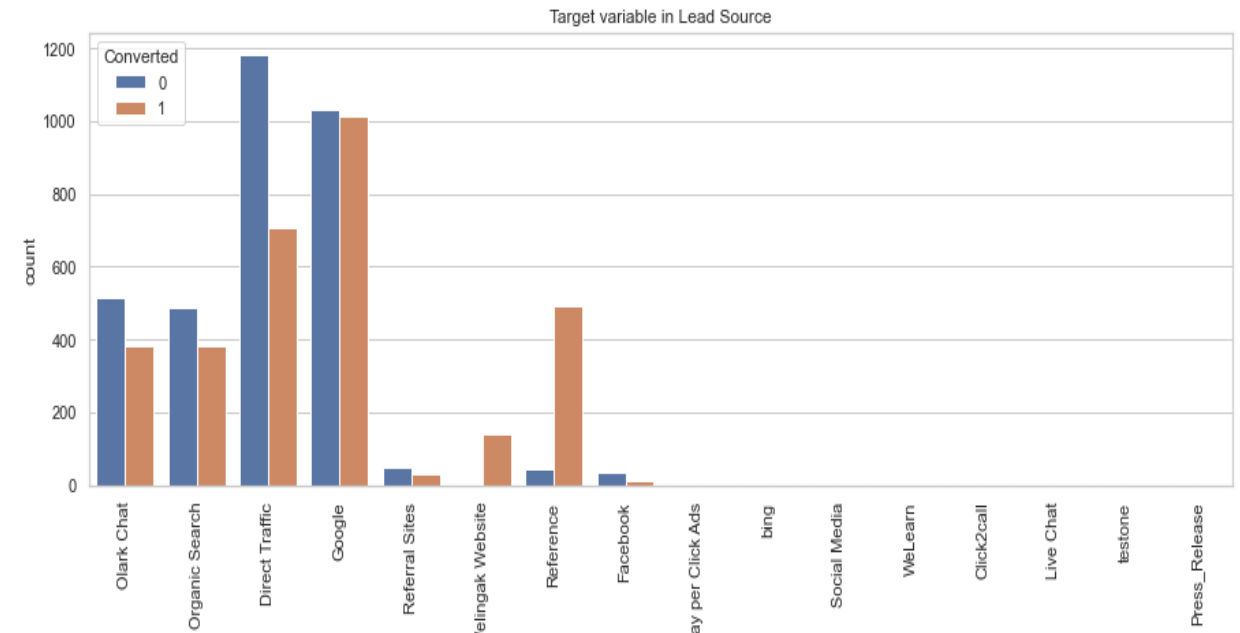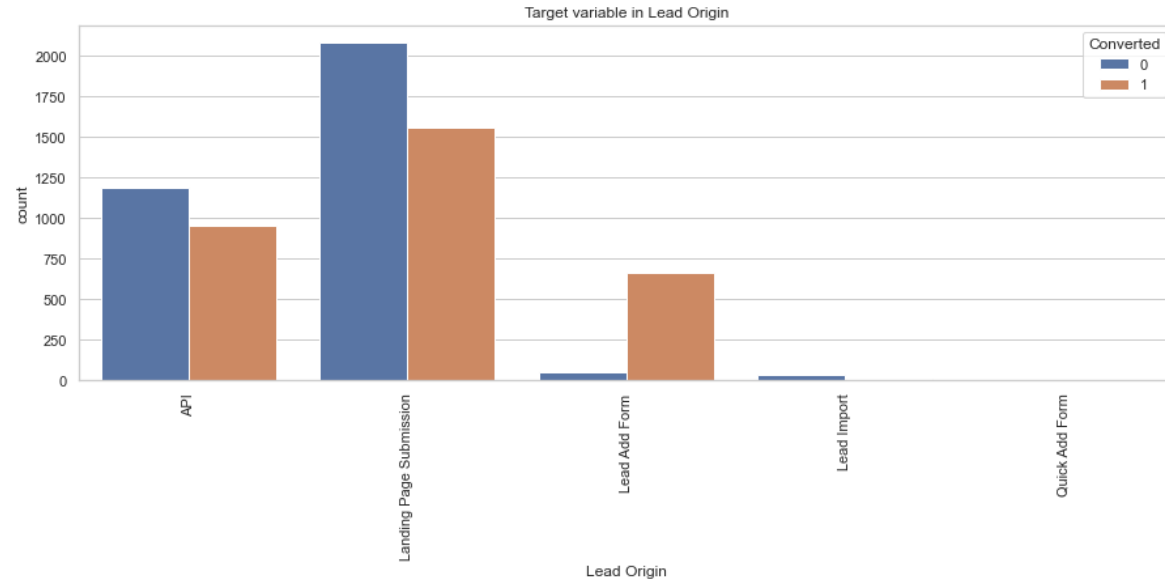Dr. Roomesh Kumar Jena

Visualizing the features with Select Values
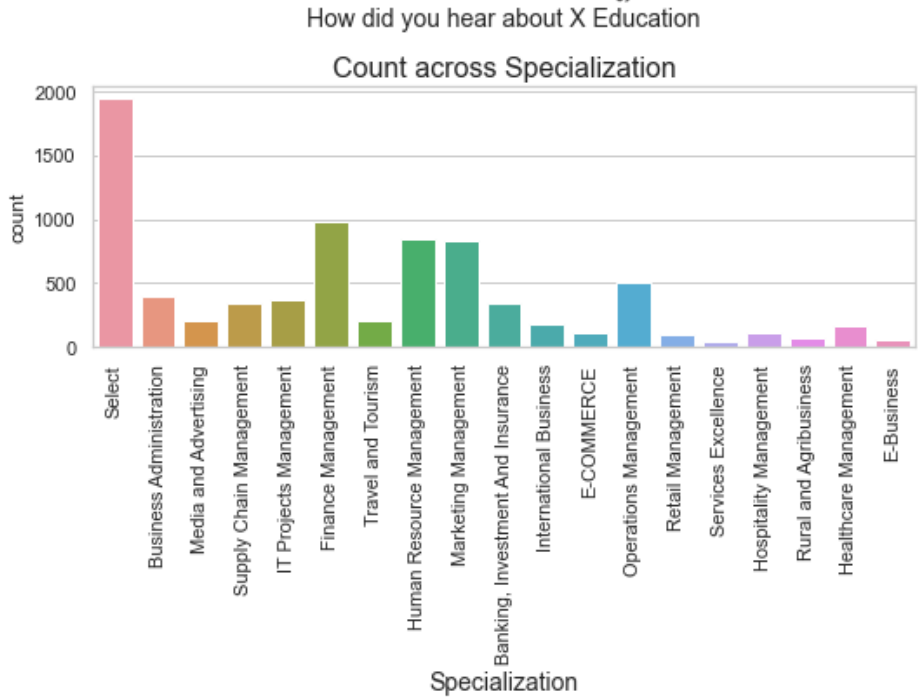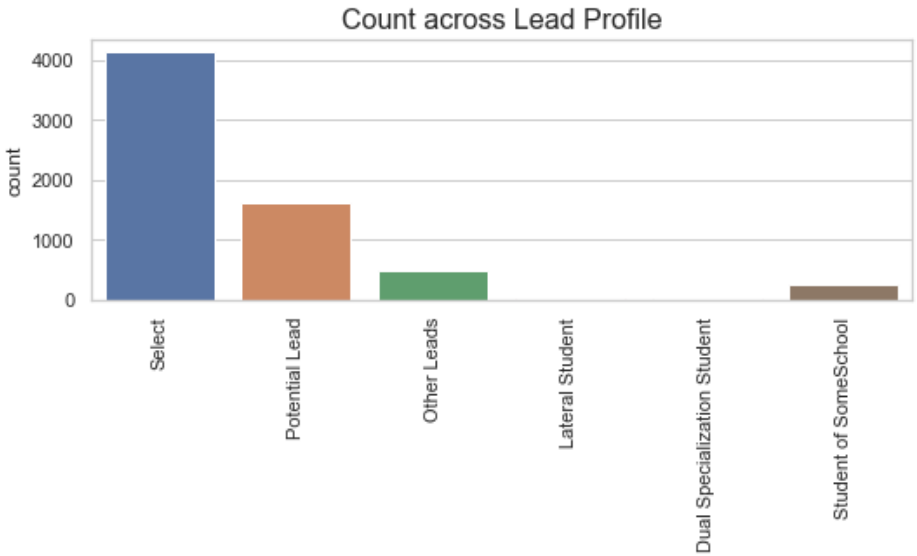
Visualizing the features

Correlation

Analysing Categorical features

Target variable in Lead Origin

Target variable in Lead Source

Target variable in Do Not Email

Target variable in Last Activity

Analysing Categorical features
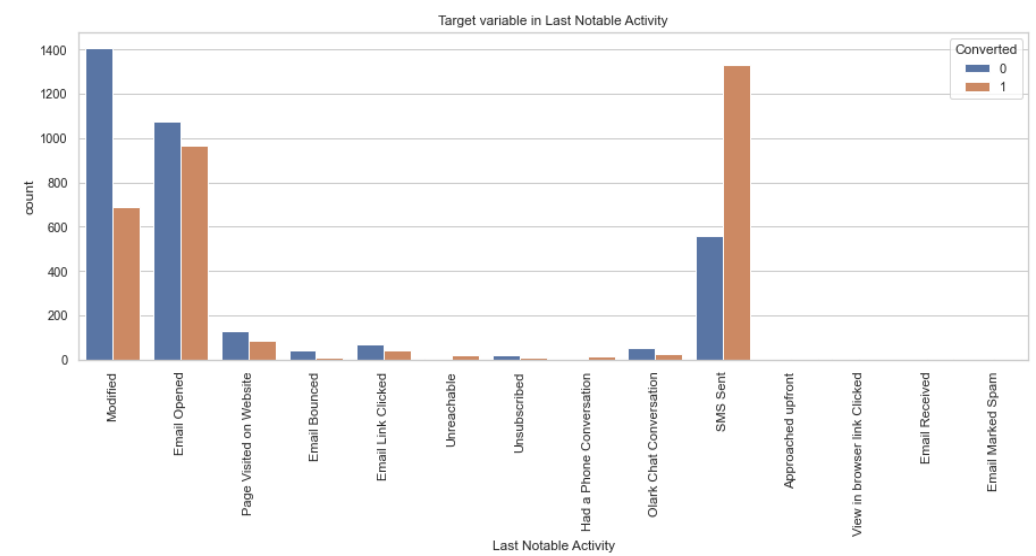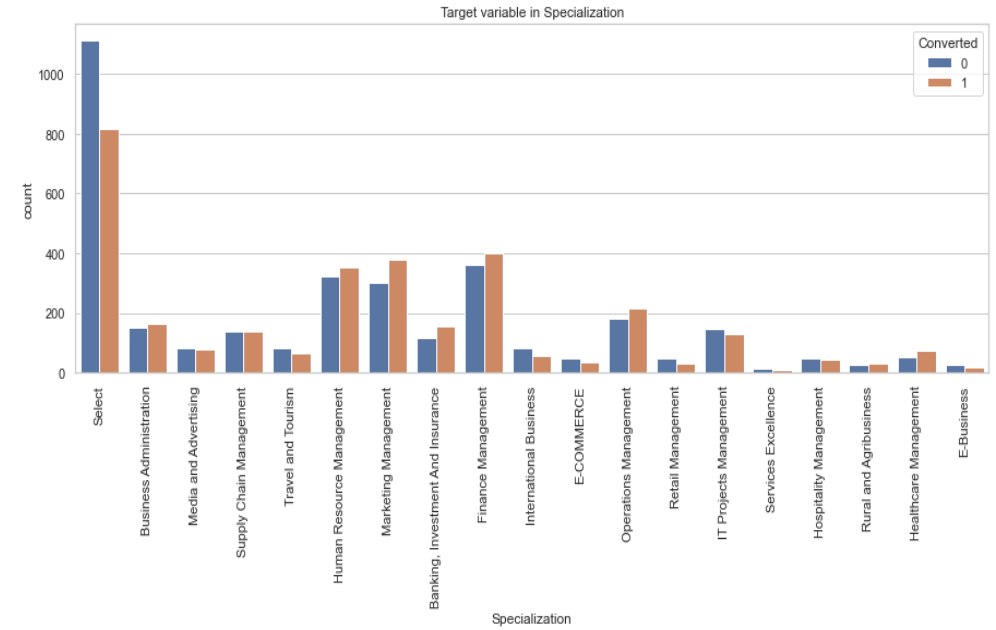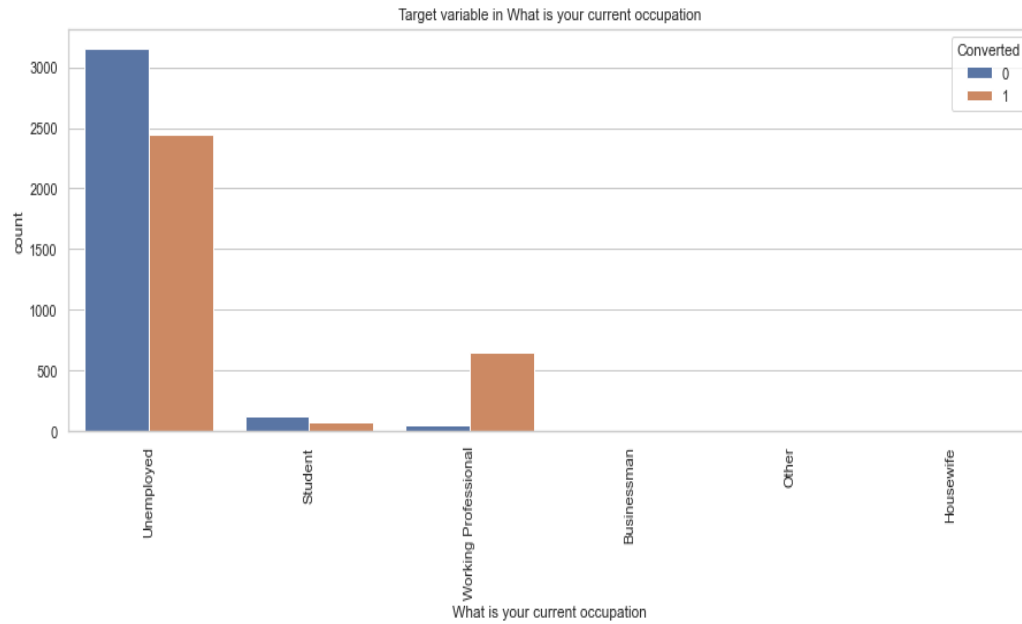
Looking at the correlations

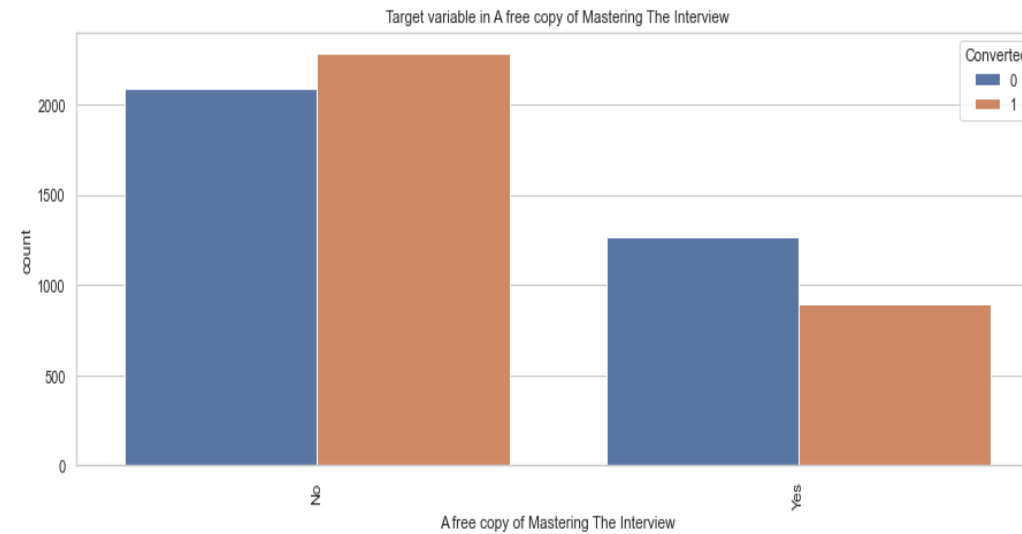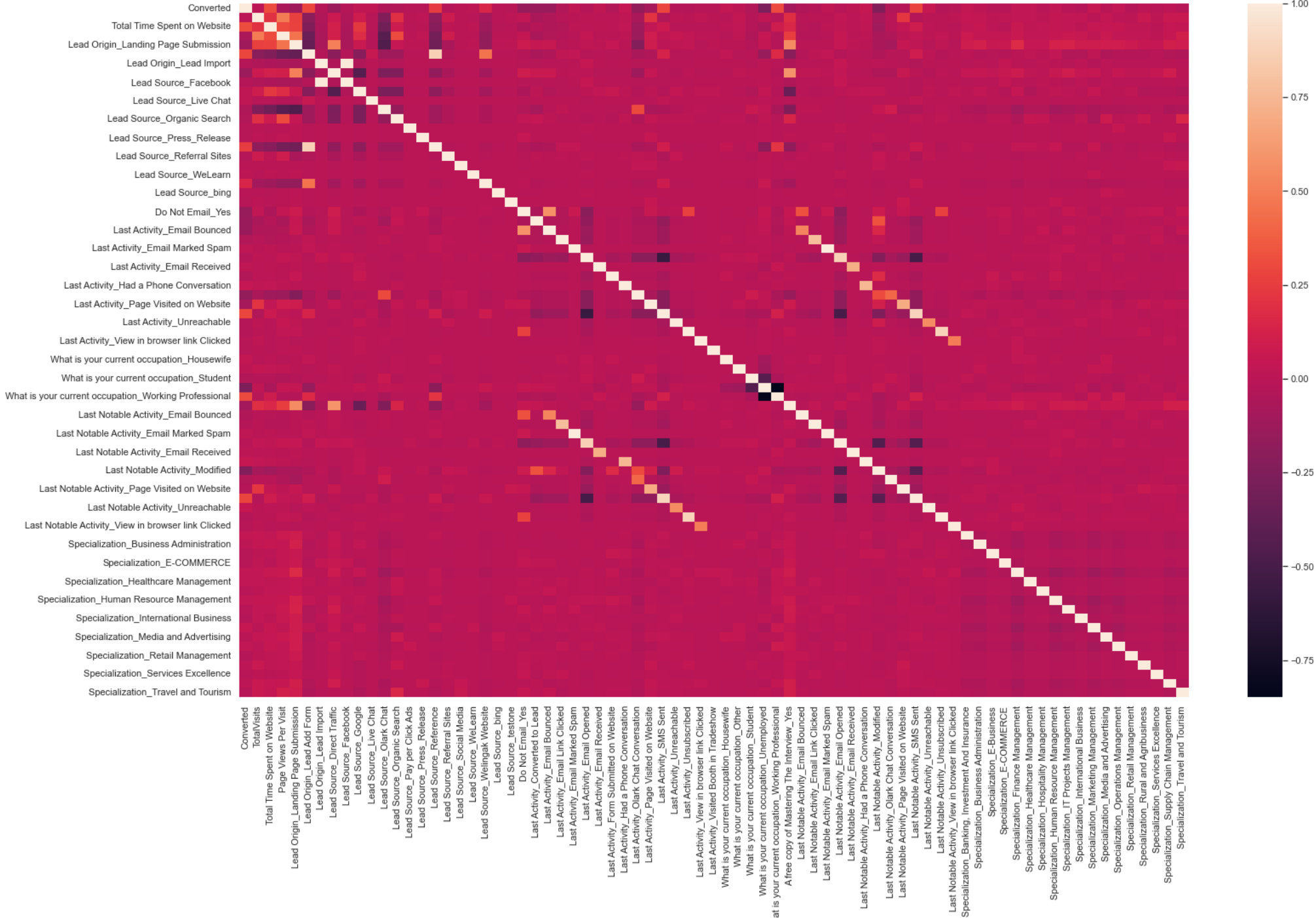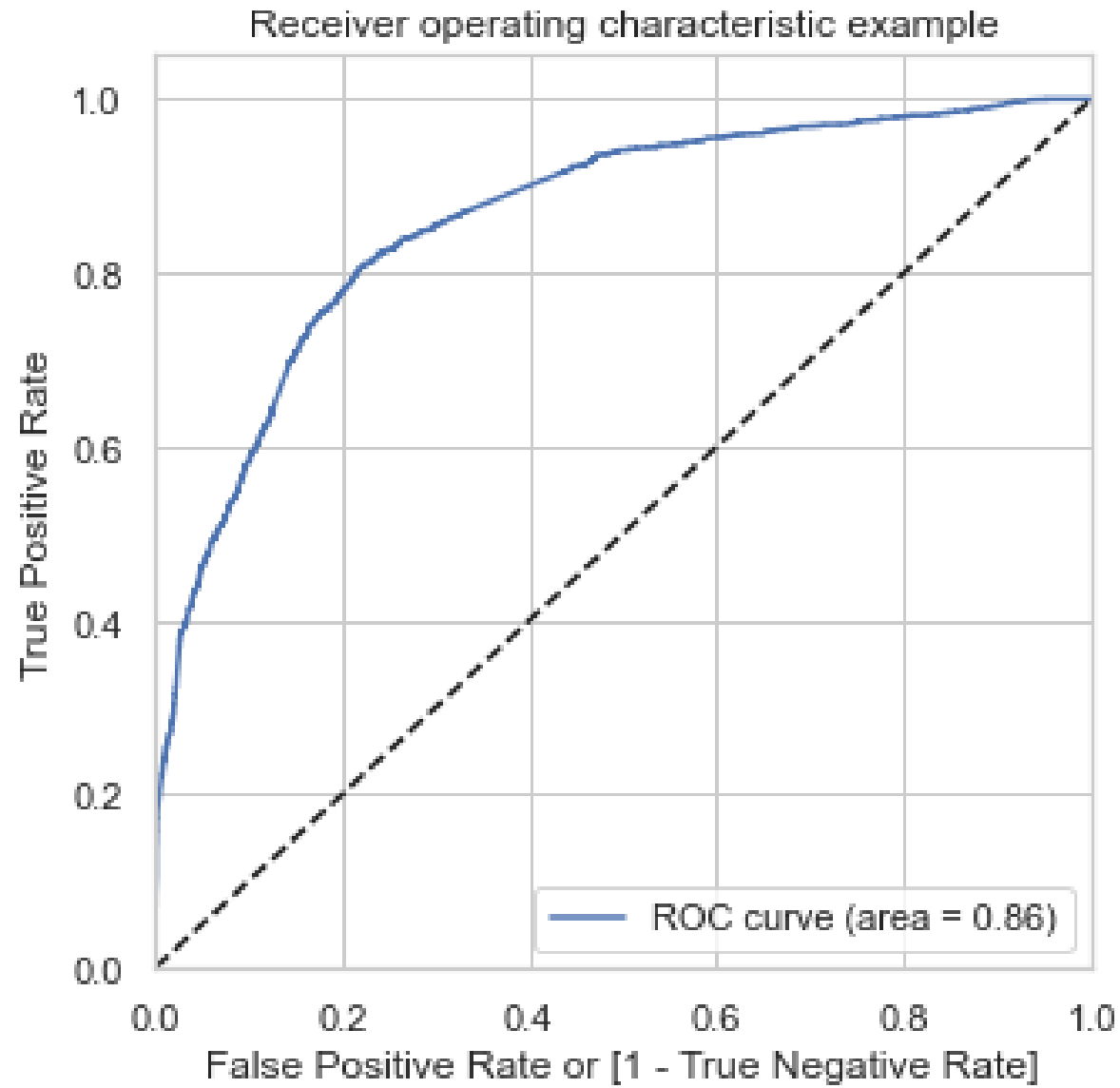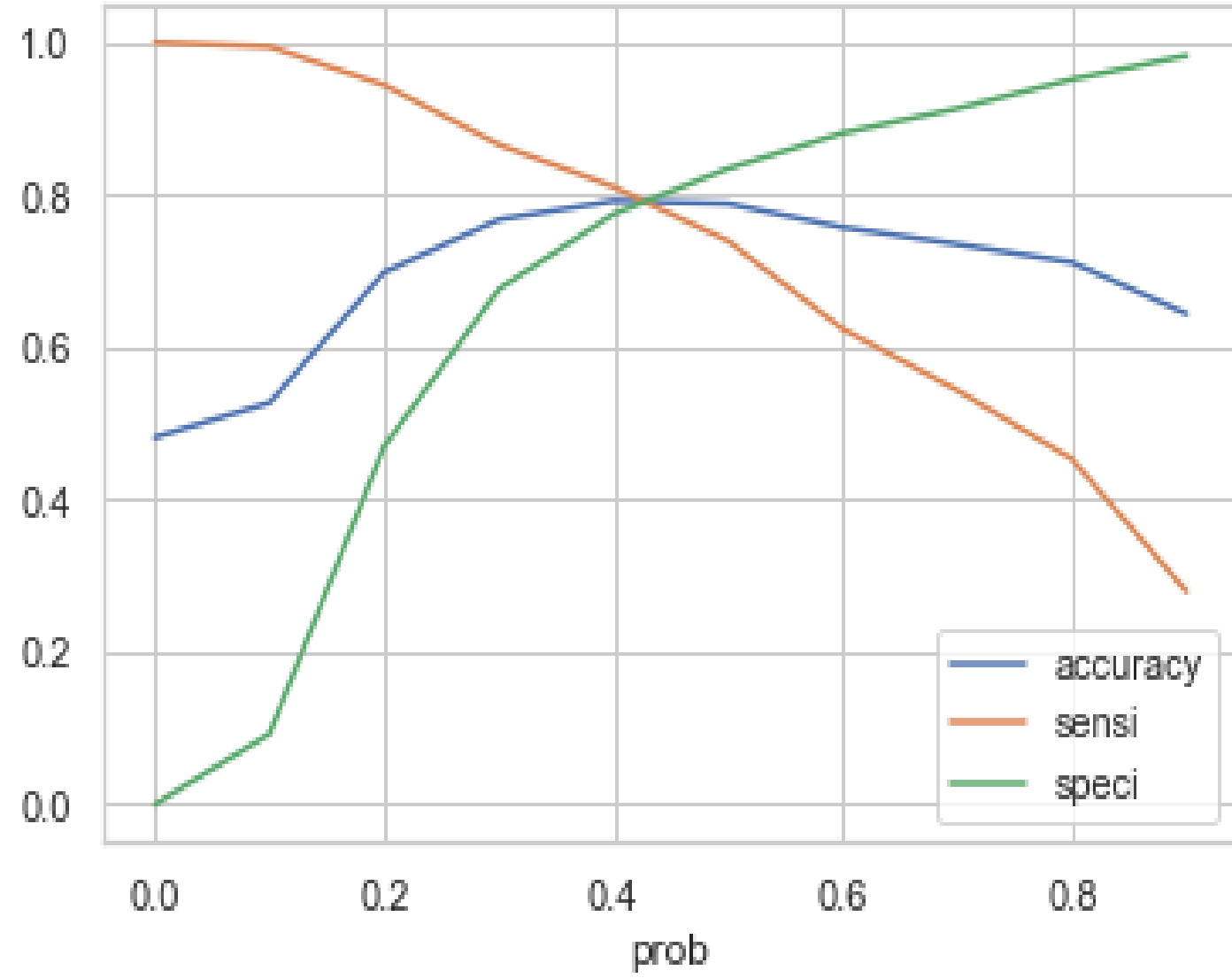The area under the curve of the ROC is 0.86 which is quite good. So we seem to have a good model. Let's also check the sensitivity and specificity tradeoff to find the optimal cutoff point.

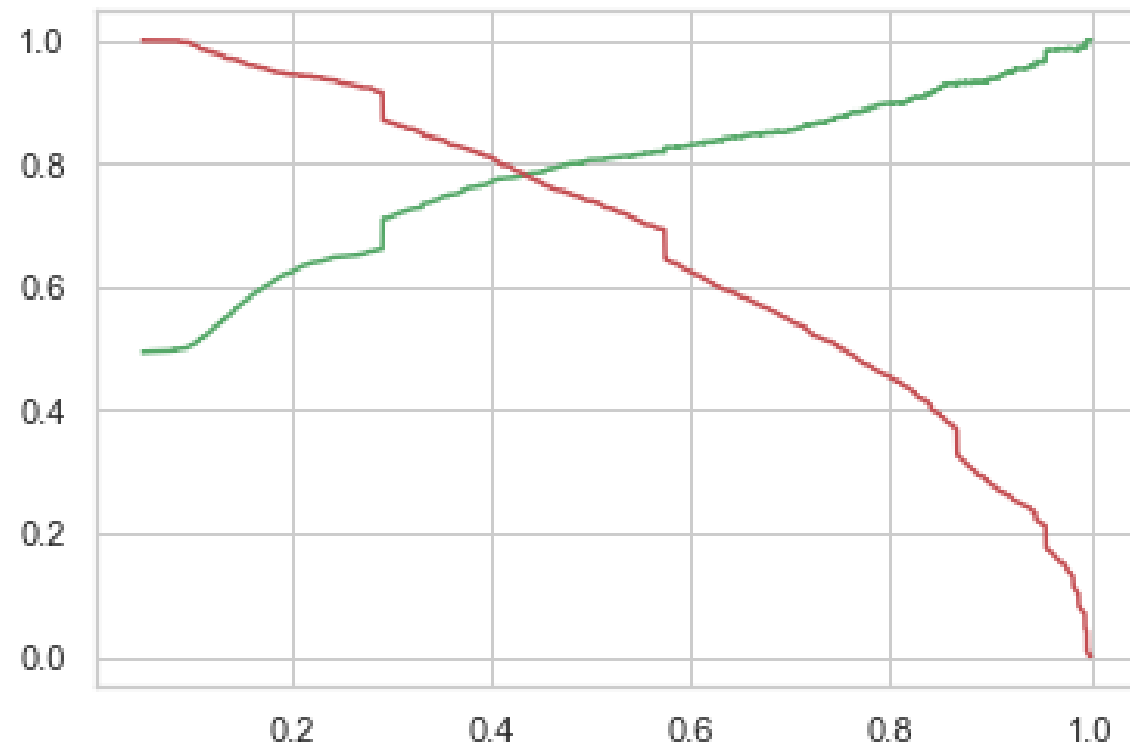Receiver operating characteristic example

As you can see that around 0.42, you get the optimal values of the three metrics. So let's choose 0.42 as our cutoff now.

All analyses have been done by considering the cutoff value of 0.44

THANK YOU