

Summary Report

- Conversion Rate of the data provided = 38.54 I.e. the 38.54 leads are getting converted out of every 100 leads
- We started with an arbitrary cut-off was 0.5 and then move 0.38. Cut-off is the optimal probability above which predicted value is 1 otherwise its 0. Choosing appropriate cut-off is very important as a very low cut-off value may increase the False positives[predicting Converted as 1 when they are actually 0]
- Accuracy , specificity and Sensitivity are 0.81 , 0.78 , 0.83 respectively , on train set for cut-off = 0.38.
- Accuracy , specificity and Sensitivity are 0.82 , 0.78 , 0.84 respectively , on test set for cut-off = 0.38.
- The cut-off has the same performance on both train and test set.

- Lead source that company is receiving from Olark chat and Welingak Website can be relied on. If needed we can allot more budget to these lead sources.
- Working Professionals are stronger leads compared to students , housewives etc.
- A lead if spending more time on the website has more chance of converting into customer.
- A lead with more number of visit to the website within the given time period has more chances of getting converted.
- A more inquisitive lead , who has more number of page views has more potential of getting converted.