Model Summary:

1. **Importing Data**
2. **Inspecting the Data frame**
3. **Data Preparation**
    - Encoding Categorical Variables
    - Handling Null Values
    - Examining unique values
    - Deleting the column Lead Number because it already has a unique value.
    - Deleting the five columns " Magazine, Receive More Updates About Our Courses, Update me on Supply Chain Content, Get updates on DM Content, I agree to pay the amount through cheque.
4. **EDA**
    - Univariate analysis
    - Bi variate analysis
    - Outlier detection
    - Checking data imbalance
5. **Dummy Variable Creation**

    The top three categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion are:

    - Lead Origin
    - Lead Quality
    - Last Notable Activity

6 **Test-Train Split**
    - Scale the data to account for differences in the magnitude and range of the numerical variables.

7. **Feature Scaling**
8. **Looking at Correlations**
9. **Model Building**
    - Logistic Regression Model

- Feature Selection
- Using RFE,
- Improvising the model further inspecting adjusted R-squared,
- VIF and p-values

10. **Build a final model**

11. Model evaluation with different metrics Sensitivity, Specificity

Recommendations:

- More money may be spent on advertising and other aspects of the Welingak website.
- Incentives/discounts for supplying references that convert to leads; promote additional references.
- Working professionals will be aggressively targeted since they have a high conversion rate and are in a better financial position to pay greater fees.