

Summary of Lead Scoring Case Study

- While we have checked both Sensitivity-Specificity as well as Precision and Recall Metrics, we have considered the optimal cut off based on Sensitivity and Specificity for calculating the final prediction.
- Accuracy, Sensitivity and Specificity values of test set are around 77%, 83% and 74% which are approximately closer to the respective values calculated using trained set.
- Also, the lead score calculated in the trained set of data shows the conversion rate on the final predicted model is around 80%
- The ROC Curve should be a value close to 1(One,) We are getting a good value of 0.86 indicating a good predictive model.
- Hence overall this model seems to be good with Precision value of 65.67% and with Recall value of 82.88%.