**Project - Customer conversion prediction**

**Project Description :**

To predict if a customer is likely to avail the term insurance or not in telephonic marketing campaign using Machine Learning Models.

**Project Tech - Stack Used :**

IDE: Google Colab

Language: Python

Libraries used: Pandas, Numpy, Matplotlib, Seaborn and Sklearn

**Project Approach :**

Have done Exploratory Data analysis which includes univariate analysis, bivariate analysis, correlation check to find the relation between the features and target variables, relation between 2 features to understand the pattern of sample data

Have tried to fit into the following Classification models and evaluated them

1.Logistic Regression

2.KNeighbors classification

3.Decision Tree classification

**Project Colab notebook Link:**

[**https://colab.research.google.com/drive/1LfoVrbCiEIn9tYedvyVLCRre2HyS9euT?usp=share\_link**](https://colab.research.google.com/drive/1LfoVrbCiEIn9tYedvyVLCRre2HyS9euT?usp=share_link)

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| --- | --- | --- |
| **Model \ Evaluation metrics** | **Accuracy** | **AUROC** |
| **Logistic Regression** | **0.9** | **0.66** |
| **K Neighbors classification** | **0.88** | **0.6** |
| **Decision Tree classification** | **0.9** | **0.7** |

**Inference:**

Based on the score from evaluation metrics of the 3 models, we infer that Decision tress classification model yields better AUROC score and will result in better prediction of target variable.