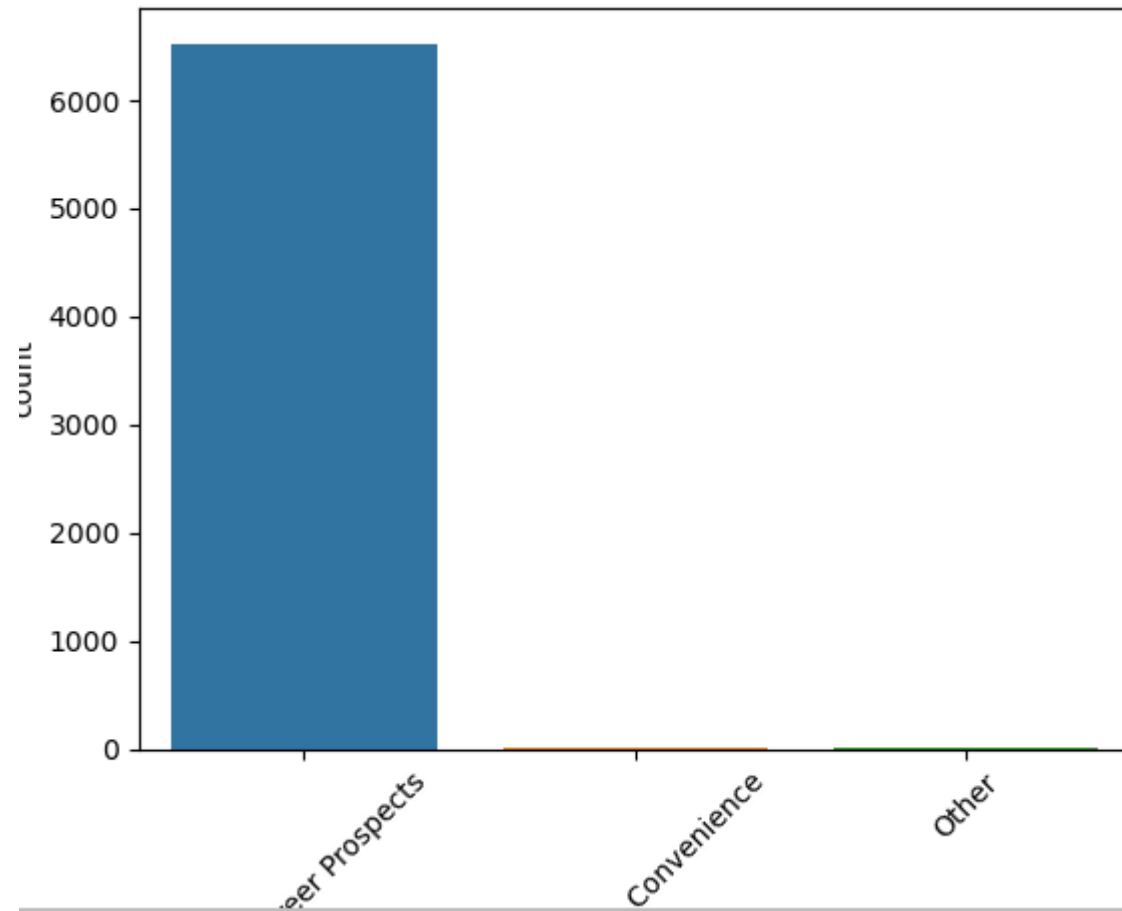# LEAD SCORE CASE STUDY

STEPS INVOLVED

- Importing Necessary Libraries
- DATA CLEANING
- IMPUTATION FOR MISSING VALUES

#Data Preparation
#Get dummies for categorical clumns
#Dropping dummy columns
#Splitting data
#For Scaling
Percentage of Lead Conversion
RFE