**Inference:**  
After running the model on the Test Data these are the figures we obtain:

* Accuracy : 77.52%
* Sensitivity :83.01%
* Specificity : 74.13%

**Conclusion:**

* 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%
* Hence overall this model seems to be good.

**Important features responsible for good conversion rate or the ones' which contributes more towards the probability of a lead getting converted are :**

 Lead Origin\_Lead Add Form

 What is your current occupation\_Working Professional

 Total Time Spent on Website