

Summary

- The case study uses logistic regression model
 - There are a lot of leads in the initial stage but only a few of them are converted into paying customers.
 - The most numbers of leads are from INDIA and in terms of city the highest number are from Mumbai.
 - There are a few columns in which there is an option called 'Select' which basically means that the leads had not selected the option for that particular column which is why it shows 'Select'. The high number of total visits & Total time spent on the platform may increase the chances of lead to be converted.
 - The leads are joined course for Better Career Prospects, most of having Specialization from Finance
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- The lead score calculated in the test set of data shows the conversion rate of 73% on the final predicted model
 - Gini of the model: - 0.86
 - Optimal cutoff - 0.32, which means the customers with Lead Score more than 32 will be converted. Higher the Lead Score, higher the chance of the customers to be converted.
 - Features which contribute more towards the probability of a lead getting converted are:
 - Lead Origin
 - Total Visits
 - Total Time Spent on Website