

Modeling Assignment

Context:

The accompanying dataset has data about leads generated by Pickyourtrail in the last six months along with information about them and whether they ended up converting (ie - booking a trip with us).

You need to use this dataset to build a propensity model that sales team can use to target new leads.

Data Dictionary:-

RowNumber – row identifier LeadId – id for the lead Surname – prospect surname
months_since_lead_gen – number of months since lead was generated lead_gen_channel – channel through which lead was generated Gender – gender of customer Age – age of customer
City – city of customer airline_loyalty_tier – whether customer belongs to any airline loyalty program and if so which tier no_of_family_members – number of family members of customer
is_6M_enquiry – whether customer has made a holiday enquiry in the last six months is_3M_active – whether customer has been active on the website / app in the last six months booked_y_n – whether booked

Requirements:-

- Derive any additional variables and perform feature engineering as you deem fit - The outcome of the modelling exercise needs to be rank ordering of customers into deciles based on propensity / probability to convert. Provide decile wise expected conversion rate on the test data - Provide 1-2 lines of brief justification for choice of algorithm employed - Save the train and test data as csv files and final model as a pickle object - Save your code as .ipynb or .py file or .txt file - Share the code, csv files and model pickle object

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