Lead Scoring Project Summary

- We see that the conversion rate is 30-35% on an average for API and Landing page submission.
- The conversion rate is very low for Lead Add form and Lead import. Therefore we can deem that we need to focus more on the leads originated from API and Landing page submission.
- We can see maximum numbers of leads are generated by Google/direct traffic. Maximum conversion ratio is by reference and Welingak website.
- People who spent more time on website, more likely to convert to a lead
- Most common last activity is email opened.
- Max conversion with working professional.

Here is the summary of the final features list:

- Lead Source_ Olark chat
- Lead Origin_ Lead Add Form
- Specialization_ Others
- Lead Source_ Welingak Website
- Lead Origin_ Landing Page submission
- Total Time Spent on website
- What is your current occupation
- Do Not Email
- Working professionals

Summary of Train Data:

- Accuracy : 80%
- Sensitivity : 77%
- Specificity : 80%

Summary of Test Data:

- Accuracy : 80%
- Sensitivity : 77%
- Specificity : 80%