

EDA

- People spending higher than average time are promising leads, so targeting them and approaching them can be helpful in conversions.
- SMS messages can have a high impact on lead conversion.
- Landing page submissions can help find out more leads.
- Marketing management, human resources management has high conversion rates. People from these specializations can be promising leads.

Logistic Regression Model:

- The model shows high close to 92% accuracy.
- The model shows 92% sensitivity and 93% specificity.
- The model finds correct promising leads and leads that have less chances of getting converted.
- Overall, this model proves to be accurate.