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. –
- The Model seems to predict the Conversion Rate very well and we should be able to give the CEO confidence in making good calls based on this model
- Train Data: Accuracy : 92.29% Sensitivity : 91.70% Specificity : 92.66%
- Accuracy, Sensitivity and Specificity values of Test Data: Accuracy : 92.78% Sensitivity : 91.98% Specificity : 93.26%which are approximately closer to the respective values calculated using trained set.
- The top 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion are:
    - What is your current occupation_unemployed
    - Lead Origin _Landing Page Submission
    - Specialization_Management_Specialization
- The top three variables in our model which contribute most towards the probability of a lead getting converted are:
    - Specialization
        - Management_Specialization
        - Banking, Investment and Insurance
    - What is your current occupation
        - Unemployed
    - What matters most to you in choosing a course
        - Better Career Prospects
- Hence overall this model seems to be good.