SUMMARY

The logistic regression model with accuracy of 80%, with specificity of 79% and sensitivity of 68% on test set gave the following points to be pondered upon for potential leads –

1. TotalVisits
2. Page Views Per Visit
3. Lead Quality\_Might be
4. Last Activity\_SMS Sent
5. Lead Quality\_India
6. Lead Origin\_Lead Add Form
7. Lead Quality\_Not Sure
8. Lead Source\_Welingak Website
9. What is your current occupation\_Working Profes...
10. Do Not Email\_Yes
11. Lead Quality\_Worst
12. Last Notable Activity\_Unsubscribed
13. Last Activity\_Had a Phone Conversation
14. Last Notable Activity\_Unreachable