

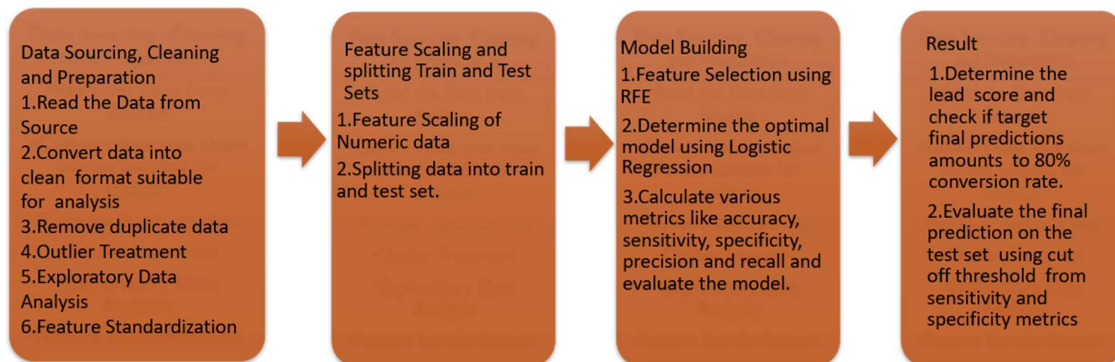
## Lead Scoring Assignment Summary:

We used Exploratory Data Analysis & Logistic Regression to start working on this assignment:

### A) Overall approach followed for this Case Study:

- Source the data for analysis
- Clean and prepare the data
- Exploratory Data Analysis.
- Feature Scaling
- Splitting the data into Test and Train dataset.
- Building a logistic Regression model and calculate Lead Score.
- Evaluating the model by using different metrics - Specificity and Sensitivity or Precision and Recall.
- Applying the best model in Test data based on the Sensitivity and Specificity Metrics

### B) These are detailed steps used in the analysis:



**C) List of variables impacting conversion Rate:**



**D) Application of model on Test data is giving below results which is very good fit for this data:**

- Accuracy : 90.92%
- Sensitivity : 91.41%
- Specificity : 90.62%

**E) Top 3 fields contributing towards result are which needs special attention while deciding on any strategies.**

- Total Time Spent on Website
- Total Visits
- Lead Source with Google