

1. Data read and understood.
2. Cleaned data by dropping unique variables, converting 'Select' to null, removing columns with over 35% nulls, and correcting imbalanced variables.
3. Binary variables encoded as '0' and '1'.
4. Created and pruned dummy variables for categorical data.
5. Split dataset into 70% training and 30% test sets.
6. Applied Min Max Scaling to numerical variables, analyzed correlations, and dropped highly correlated dummies.
7. Built model using Recursive Feature Elimination, selecting top 15 features, refining to 11 significant ones with acceptable VIFs.
8. Determined optimal cutoff through sensitivity, specificity, and ROC curve analysis, achieving an 86% area under the curve.
9. Achieved a test set conversion rate of 83%, surpassing the CEO's 80% target, with key contributions from lead origin, current occupation, and website engagement.