

Summary

1. A complete analysis was performed for the given problem statement using logistic regression model
2. Data cleaning and preparation, Data visualization, Data splitting, Model creation and evaluation were performed
3. The most numbers of leads are from INDIA and in terms of city highest number are from Mumbai.
4. The maximum leads are generated by customers using google and by direct traffic.
5. Probability of converting is more when users spend more time on website.
6. Probability of conversion is more with working professionals.
7. Most common last activity is email opened.