Method of Analysing Lead Conversion case study

Step1. Importing Data. From the csv file given

Step 2- Inspecting the Dataframe (shape, info, dtypes)

Step 3: Data Preparation where I did

   Converting some binary variables (Yes/No) to 0/1

   For categorical variables with multiple levels, create dummy features

   Dropping the repeated variables

   checking for Outliers

   Checking for Missing Values

Step 4: Test-Train Split

Step 5: Feature Scaling

   Checking the Converted Rate

Step 6: Looking at Correlations

   Dropping highly correlated dummy variables thru correlation matrix

Step 7: Model Building

   Logistic regression model

Step 8: Feature Selection Using RFE

   Creating a dataframe with the actual converted flag and the predicted probabilities

   Checking VIFs. and dropping feature with high VIF

Step 9: Plotting the ROC Curve

Step 10: Finding Optimal Cutoff Point

   where we get balanced sensitivity and specificity

   Precision and recall tradeoff