Lead Classification of GetMoney.com Project Proposal

Question/need:
- What is the framing question of your analysis, or the purpose of the model/system you plan to build?
  - **Lead classification of the website with categorizing them as "Stared" or "Normal"**
  - **Stared == profitable**
- Who benefits from exploring this question or building this model/system?
  - **GetMoney.com with recognizing profitable leads**

Data Description:
- What dataset(s) do you plan to use, and how will you obtain the data?
  - **Data set is collected from leads on the website and its provided by the website owner.**
- What is an individual sample/unit of analysis in this project? What characteristics/features do you expect to work with?
  - **Contact ID, Lead Source , First Name, Last Name , Created time , Layout (Loan Type), Income Source , Home Owner , Employer Name, Time Employed , Length Address (last living address), Job Title , Requested Amount , Driver License State, Bank Name, Loan Reason, Credit Type , Direct Deposit, Monthly Income , Car Owner, City, Zip Code, Star Lead**
- If modeling, what will you predict as your target?
  - **Modeling classification**
  - **Target would be predicting "Start Lead" leads which in the dat is recognized as leads with $3 and higher.**

Tools:
- How do you intend to meet the tools requirement of the project?
  - **Pandas, numpy, seaborn , matplotlib, giopanda, sklearn , and Tableau and google sheets**
- Are you planning in advance to need or use additional tools beyond those required?
  - **Yes, but unsure still.**

MVP Goal:
- What would a minimum viable product (MVP) look like for this project?
  - **MVP: Provide a Logistical Regression of the Leads of the website and compare them with the leads recognized by the website itself.**