**Summary**

1. Lead scoring was performed using the logistic regression modelling on the data
   1. Data was cleaned; with removal of columns having more than 40% missing values
   2. Scaling performed using MinMaxScaler
   3. Training/ Test Data split of 70:30
   4. RFE was performed to identify the top 20 variables; with some feature elimination using VIF and p-values
   5. Arrived at Optimal cutoff of 0.4 ; Using the ROC curve & Precision Recall tradeoff
   6. Training Data – model metrics:
      1. Accuracy: 82%
      2. Precision: 74%
      3. Recall: 78%
   7. Test Data -model metrics:
      1. Accuracy: 80%
      2. Precision: 72%
      3. Recall: 76%
2. Higher Chances of conversion when the lead attributes are:

* Current Occupation is Working professionals
* Total time spent on the website
* Total no of visits
* Leads who have come from (Lead source or lead origin)
  + Welingak website
  + Lead Add Form
  + Olark Chat
* Where last activity was a phone conversation with the leads