

Lead Score Assignment

DSC 53

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Observation

Train data Vs Test Data

- A. Accuracy, Sensitivity and Specificity values of training data and test data are close to training set
- B. Conversion rate is more than 80.8%
- C. Prediction on the test data was done using cutoff value from sensitivity and specificity value
- D. Values are given below

	Train Data	Test DAta
Accuracy	81.6%	81.3%
Sensitivity	70.60%	81.1%
Specificity	88.6%	81.5%

Observations

Important Features from our final model:

- From Lead Source
 - Welingak website
 - References
 - Olark Chat
- From current occupation - Working professionals
- Last activity - SMS sent

Observation

Best Prospects

Best prospects from the lead generated which contribute most towards the probability of a lead getting converted:

- TotalVisits
- Total Time Spent on Website
- Page Views Per Visit