**Client:**

**Project Title:** Adding Intelligence to our CRM and improving conversion ratio using Artificial Intelligence

**Project Description:** Understanding customer patterns is one of the important activities in every business, based on customer pattern and customer status our next step was majorly planned in every business process.

* Cleaned the raw data and removed duplicates by **using pandas.**
* Analyzed the dataset against different variables and vectorize the texts by using the **TF-IDF vectorizer and n\_grams method.**
* Created a machine learning model by using **Naive Bayes** which will classify the leads into converted or not converted.
* Made a **confusion matrix** for measuring the **accuracy of the model which is 94%.**

Serialize the model by **using joblib** for future usage.