SUMMARY REPORT

ANALYSIS

Model Type: Logistic Regression

Probability Prediction: The model predicts the probability of conversion rather than the direct value of the target variable.

Optimal Cutoff: You've chosen a cutoff of 0.27. Any lead with a greater than 0.27 probability of converting is predicted as a Hot Lead, and any lead with 0.27 or less probability of converting is predicted as a Cold Lead.

**Features:* The final model includes 14 features, including both binary and categorical features. Some of the key features are related to email, lead origin, lead source, last activity, tags, and lead quality.

Key Categorical Variables: 'Tags_Lost to EINS,' 'Tags_Closed by Horizzon,' and 'Lead Quality_Worst' are highlighted as top categorical features based on the absolute value of their coefficient factors.

Sensitivity: The model has a sensitivity of 0.928, indicating that it correctly predicts 92% of customers who actually convert.

Precision: The precision of the model is 0.68, meaning that 68% of the predicted Hot Leads are true Hot Leads.

Reusable Code Block: Reusable code block for predicting the Convert value and Lead Score, which allows you to use different cutoff values based on specific use cases.

Improved Lead Prioritization:

By using the model's predicted probabilities, the business can prioritize leads more effectively. Leads with a higher probability of conversion (Hot Leads) can receive more attention and resources, while leads with a lower probability (Cold Leads) may be nurtured differently or de-prioritized.