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(57) Abstract :  
 The process of using machine learning to make predictions about behavior based on the current environment. Identifying a lead, identifying a target behavior for the lead, identifying a locality associated with the lead, identifying a current local condition of the locality, and employing a machine learning classifier to generate a prediction of the likelihood of the lead exhibiting the target behavior are some of the steps that may be included in one example embodiment of a method for using machine learning to predict behavior based on local conditions. In this example embodiment, a method for using machine learning to predict behavior based In this illustrative example of a possible implementation, the machine learning classifier may base the prediction on the target behavior, the location, as well as the present state in the immediate area.

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