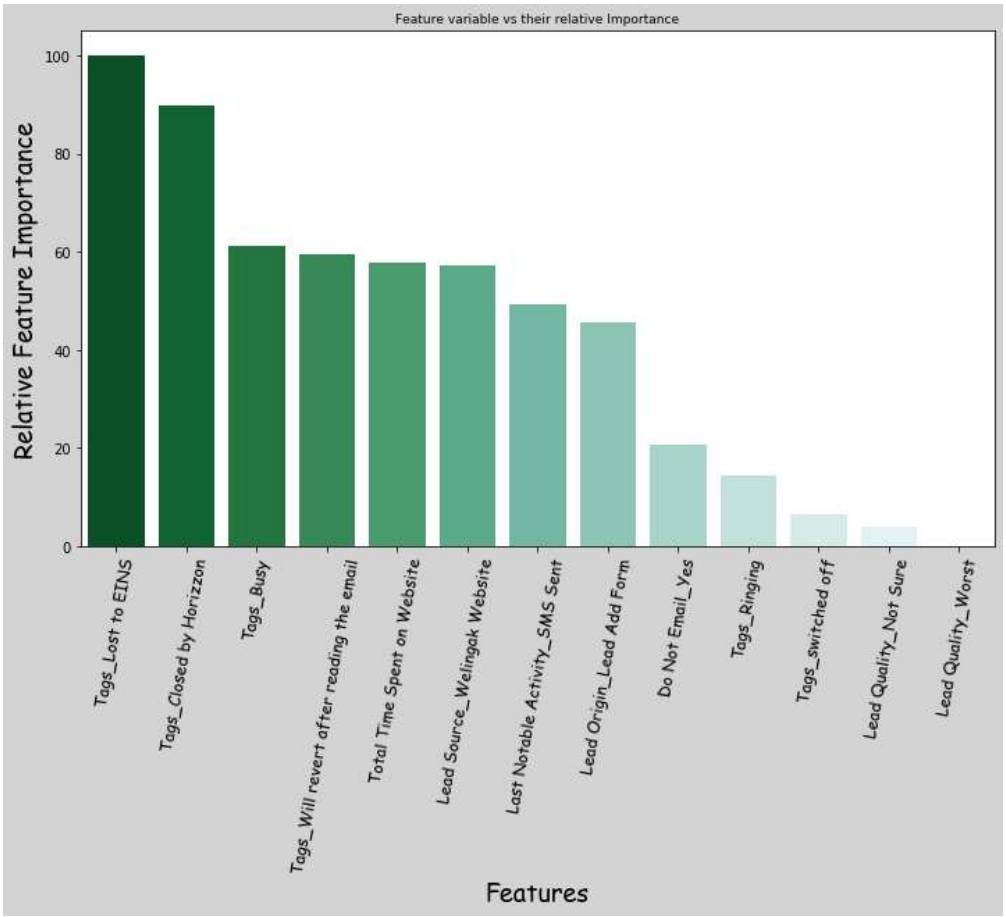
Question 1 - Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?

Answer - Feature used for building model is presented in graph below:



From above bar graph top 3 features which contribute most in conversion of lead:

1. Tags_Lost to EINS
2. Tags_Closed by Horizzon
3. Tags_busy

Question 2 - What are the top 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion?

Answer: From bar graph in previous question top 3 categorical/dummy variables in the model are:

1. Tags_Lost to EINS
2. Tags_Closed by Horizzon
3. Tags_busy

Question 3 - X Education has a period of 2 months every year during which they hire some interns. The sales team, in particular, has around 10 interns allotted to them. So during this phase, they wish to make the lead conversion more aggressive. So they want almost all of the potential leads (i.e. the customers who have been predicted as 1 by the model) to be converted and hence, want to make phone calls to as much of such people as possible. Suggest a good strategy they should employ at this stage.

Ans- We can suggest X education to decrease probability threshold due to which the **sensitivity of model becomes high** and **specificity becomes low**.

High sensitivity will lead to classify some leads which will not going to convert as converted but since X-Education has leverage of extra employee's for 2 months they could make as many calls as possible to potential leads and convert them.

Question 4 - Similarly, at times, the company reaches its target for a quarter before the deadline. During this time, the company wants the sales team to focus on some new work as well. So during this time, the company's aim is to not make phone calls unless it's extremely necessary, i.e. they want to minimize the rate of useless phone calls. Suggest a strategy they should employ at this stage.

Ans- We can suggest X education to increase probability threshold due to which the **sensitivity of model becomes low and specificity becomes high**.

High specificity will lead to classify some borderline leads which might convert or not as non-converted but since X-Education has achieved their target for quarter it shouldn't call them and minimize their rate of useless phone calls.