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

   Ans: Tags_Lost to EINS', 'Tags_Closed by Horizzon', 'Lead Quality_Worst'

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?

   Ans: The top three categorical/dummy variables in the final model are 'Tags_Lost to EINS', 'Tags_Closed by Horizzon', 'Lead Quality_Worst' with respect to the absolute value of their coefficient factors.

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 need to increase the chances of correctly predicting the lead conversions– which means we need to increase the Sensitivity of the model. So, in order to make sales more aggressive, we can lower the cut-off value so that the model predicts more of the leads as "hot leads" – so the interns would make more sales calls and the lead conversion can be more aggressive.

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: In order to minimize the rate of the useless phone calls we can focus on reducing the False Positive Rate so that we can reduce the number of leads being classified as "hot leads" which are actually not very likely to convert. In other words, we can focus on bringing our Specificity higher and thus, reducing the misclassifications. This can be achieved if we increase our current threshold so that only the very high probabilistic leads are targeted and we reduce on the unnecessary phone calls.