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

* Top 3 variables that contribute the most are mentioned below based on the coefficient value:

Table

Description automatically generated

* 1. Tags\_Ringing
  2. What is your current occupation\_Working professional
  3. Lead quality\_might be

1. **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?**

* Again the answer would remain same as above:
  1. Tags\_Ringing
  2. What is your current occupation\_Working professional
  3. Lead quality\_might be

1. **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.**

* For this case our current model seems perfect as we are using threshold of 3.4 which result is high sensitivity i.e. it will cover all true positive.

1. **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.**

* To achieve this we just have to modify the threshold used in our model.We can select high threshold which will result in mless sensitivity and high specificity i.e. it will cover all true negative result in less number of hot leads or less number of phone calls.