Subjective Questions

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

   The top three variables in my model are:

1. Lead Source_Welingak Website with a score of 5.55
2. Lead Source_Reference with a score of 3.12
3. Last Activity_Had a Phone Conversation with a score of 3.09

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?**

   The top three variables in my model that should be prioritized are:

1. Lead Source_Welingak Website with a score of 5.55
2. Lead Source_Reference with a score of 3.12
3. Last Activity_Had a Phone Conversation with a score of 3.09

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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.**

   The suggested strategy is as follows:

1. **Expand the Lead Audience:** Broaden the scope to include a wider range of leads, including those with slightly lower conversion probabilities.
2. **Adjust the Cutoff Value:** Technically, generate this new set of leads by lowering the cutoff value in our Logistic Regression Model to incorporate more leads as potential hot leads.
3. **Optimize Resource Utilization**: By doing so, we can better utilize resources and increase the likelihood of converting leads with lower conversion probabilities.

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.**

The suggested strategy is as follows:

1. **Target a Narrower Lead Audience:** Focus on a more selective set of leads by discarding those with lower conversion probabilities.
2. **Adjust the Cutoff Value:** Technically, refine the lead set by increasing the cutoff value in our Logistic Regression Model to exclude leads with lower conversion rates.
3. **Optimize Effort and Conversions:** By doing this, we will minimize effort while still achieving a fair rate of conversions.