

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
→ Top three variables which contribute most towards the probability of a lead getting converted are: **Tags, Lead Quality and Lead Source**
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?
→ Top 3 category variables should be focused to increase the probability of lead conversion are: **Lead Origin_Lead Import, Lead Quality_Worst, Lead Quality_Might be**
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.
→ In this stage, we need to contact to all potential lead, so we should put priority on **Sensitivity** which measures the proportion of actual positive cases that are correctly identified by the model. Based on the line chart on analysis, the intern team should call all lead having probability more than 0.2. That helps the intern team interact to all real potential leads.
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.
→ In this situation, team need to consider about **Specificity**, calculating the proportion of actual negative cases that are correctly identified by the model. A higher specificity indicates that the model is better at correctly identifying negative cases. The intern team should contact all the lead having probability more than 0.4