

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
  - a. Lead Source
  - b. Total Visits
  - c. Lead Origin
  
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?
  - a. Lead Source
  - b. Lead\_Origin
  - c. A free copy of Mastering the Interview
  
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.
  - a. Here we need a model that has high Recall so that we don't miss customers that might have fallen in False Negative.
  - b. Ask the interns to check the Lead Source if they are from Reference, Lead Origin is from Add Form Both may be captured in single value called Lead Quality greater than 2.5.
  - c. Now check for the Time spent on Website if it is high base don that there is higher chances of conversion. Time spent on Website can be seen in both Number of visits and pages visited.
  
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.
 

Here we need models with Higher precision so that we don't waste time on False Positive customers.

  - a. During this phase its important to focus on leads that has very high chance of conversion to reduce phone calls. So focus on Reference Sources, Who have requested for a free copy of Interview Guide, Those who have Tags as Will reveret after reading Email or Last activity was SMS\_sent.