

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

Ans: What is your current occupation, Lead Origin, Total Time Spent on Website

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: Lead Origin (Lead App Form), What is your current occupation (Working Professional), Last Notable Activity (Had a Phone Conversation)

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: The sales team should try to increase **True Positive Rate**.

For that they can try to contact more people who have filled up the form and also who are working professional as they have high probability to buy the courses. Also the sales teams should monitor Total Time Spent on Website feature as they also have higher probability.

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: The sales team should try to decrease **False Positive Rate**.

The team should not consider who have reverted back as do not email, also didn't want to mention course choosing matter.