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

Ans: Lead Source_Welingak Website, Total Time Spent on Website, Lead Source_Reference are top 3 variables that contribute most towards the Probability of a lead getting converted

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 Source_Welingak Website, Lead Source_Reference, Last Notable Activity_Had a Phone Conversation are top 3 categorical/dummy variables in the model that should be focused to increase the probability of lead conversion

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: X Education can run the leads through the model and if the conversion rate cut-off is above 0.42, it can be deduced as a potential / hot lead. All hot leads to be passed on to the interns who can try and convert. As per the model prediction accuracy is 80% so this way they would be able to convert maximum lead conversions. If the potential leads are over and still interns have time left, one can lower the cutoff to 0.3 or 0.35, this way more leads can be categorized as potential leads but these would have a lesser conversion rate of say 70-80%

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: Leads to be narrowed down, with discarding all lower conversion probable leads. In the model we have considered 0.42 have cutoff looking at ideal Accuracy, precision and recall. However one can alter cutoff as per the requirement and focus more on Accuracy. So based on these useless phone calls can be avoided.