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 of our model which contribute most towards the probability of a lead getting converted
   - Lead Source – Welingak Website
   - Current occupation – Working Professional
   - Last Notable Activity - Had a Phone Conversation

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 categorical variable of our model which focused the most on in order to increase the probability of lead conversion is same as top three variables of our model
   - Lead Source – Welingak Website
   - Current occupation – Working Professional
   - Lead Source – Reference

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 final prediction of our model had the optimal cut off value (0.358) of predicted probability.
   - In order to make the sales aggressive, the company may contact all the leads which had the probability of much lesser with cut off (0.2). In which we may target the lead which not the potential lead of conversion, but as company wish to make the lead conversion more aggressive.

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 order to minimize the rate of useless phone calls unless it's extremely necessary, the company may contact all the leads which have a conversion probability of (0.8) which may focus only on hot leads.
    - However, the flipside here would be that, we may miss out on those leads that are actually converted but then the model wrongly predicted them as not converted. This should not be a major concern as the target has already be achieved.