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

    1. Working Professional with coefficient 3.4093
    2. SMS Sent with coefficient 1.6426
    3. Reference with coefficient 1.1336

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?

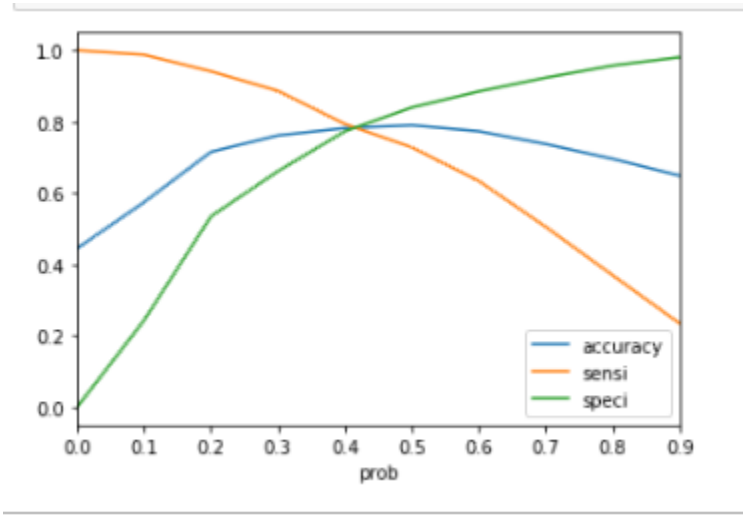
    1. What is your current occupation
    2. Last Activity
    3. Lead Source

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.

    ➔ Best Strategy, what can be, is to maximize the utilization of the extra human resource (i.e. extra interns hired.).
    ➔ What can be done is like X Education can pick the lower Leads who has lower Lead Score too.
    This way, the accuracy will remain same or decrease a little, more importantly Sensitivity of the model will be boosted, which is the major concern here, in order to convert any possible customer into student.

    X Education do not have to worry much about specificity as it is not of much concern till they have extra resource in the form of interns.

    For reference, as per the optimal curve given below, we can see that if picked leads having lower probability of conversion, have high sensitivity and low specificity. Which will enable X Education to convert mostly every possible lead to student.



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 their efforts on call, X Education can simply pick the leads which have high number of Lead Score. This way, the accuracy will decrease but more importantly specificity of the model will be boosted, which is the major concern here, in order to convert only customer into student which have highest chance to get converted.

   For reference, as per the optimal curve given below, we can see that if picked leads having higher probability of conversion, have low sensitivity and high specificity. Which will enable X Education to convert only customer into student which have highest chance to get converted. This way sales team can focus on their new work, with minimal efforts on calling in order to convert customer to student.