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

Ans : - From module the top three variables which would affect a lead getting converted into customer are the following:

1.Add Form in Lead Origin
2.Working Professional in What is your current occupation
3.Last Notable Activity Modified

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 : - To increase the chances of a lead getting converted to a customer, the following variables should be focused upon.

1. Add Form in Lead Orgin - Of all sources of leads like API's, Searches and Direct traffic, 'Add form' activity was found to be most efficient. Sales teams should focus on leads where forms were submitted from leads.
2.Working Professional in What is your current occupation - Working professionals are more likely to get converted into customers because of their purchasing parity compared to students or unemployed occupations.
3.Low in Asymmetrique Activity Index - Leads with low asymmetrique index who have been inactive for a while and have generated some activity generated a lead are probable leads for customers.

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 : - To have a balanced model i.e with a balanced accuracy, precision and recall we have selected an optimal cutoff value of 0.37. If we want to have an aggressive model to target maximum number of probable leads we can make a trade off with precision and focus on increasing the recall value.

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: - 1)Do not focus on unemployed leads. They might not have a budget to spend on the course

2) Do not focus on students, since they are already studying and would not be willing to enroll into a course specially designed for working professionals, so early in the tenure