

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
  - a. 'Lead\_quality worst' with coefficient -5.03
  - b. 'Total time spent on website' with coefficient 4.3
  - c. 'LeadSource\_welingak' website with coefficient 3.55
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?
  - a. 'LeadSource\_welingak website' with coefficient 3.55
  - b. 'LeadOrigin\_Lead Add Form' with coefficient 2.8
  - c. 'Whatisyourcurrentoccupation\_Working Professional' with coefficient 1.7

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.

**Strategy:** The final model cutoff can be chosen only by optimizing on **sensitivity** or **True Positive Rate (TPR)**, by that choose the *cutoff that gives high sensitivity* or TPR. this will make the cutoff to be low and all possible leads can be converted to potential leads (1's)

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.

**Strategy:** The final model cutoff can be chosen only by optimizing on **Specificity** or **True Negative Rate (TNR)**, that means choose choosing the *cutoff with high Specificity*, which will have a high cutoff by this all potential zero are correctly classified. We will only have very sure 1's with very high probability the sales can focus on these leads alone.