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

Ans 1: Top three variables in our model which are contributing most towards the probability of lead getting converted are as followed

1. Do not Email
2. Total Time Spent on Website
3. Lead Origin

1. 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 2: Find below list of dummy/categorical variables which needs to focused more

1. Handling free copies
2. Welingak website a dummy variable has a good correlation coefficient in positive directions
3. working professions should be focused more

1. 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 3: In the first case scenario we can basically set the threshold probability to as low as possible. It has upside that our overall positive and true positive rate will rise and can become close to 1, Where there will not be misclassification with regards to positive leads classified as junk leads. But this will create a counter effect by producing large number of leads which are false positive in nature. During this case the main agenda could be to tune the model to reach higher Sensitivity and reduce the Specificity to as low as possible. But it should be taken care of that the tradeoff should not be made to such an extent that True False Rate becomes close to zero or zero.

1. 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 4: During this time A higher Specificity could be achieved by increasing the probability but in this case it is recommended to reach for an harmonic mean value using f1 , to have a balanced trade off.