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

**Answer:** According to our model the top three variables which contribute most towards the probability of a lead getting converted are followings:

1. Last Notable Activity
2. Lead Source
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?

**Answer:** According to our model 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 are followings:

1. **“Had a Phone Conversation”** dummy variable of “**Last Notable Activity”** original variable
2. **“Welingak Website”** dummy variable of “**Lead Source”** original variable
3. **“Lead Add Form”** dummy variable of “**Lead Origin”** original variable
4. 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.

**Answer:** This is a case where, we actually want to set the Cut-off point to a lower level so that the model predicts the leads to be converted even with a lower probability. In this case, business doesn’t want to lose any customer by any chance. Hence we will set the cut-off to a lower level around ~ 0.2, so that almost all leads are identified as ‘to be converted’.

This will result in higher sensitivity but a slightly lower precision as number of false positive may also increase.

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.

**Answer:** This is a case where, business doesn’t want to increase the unnecessary phone calls. What actually required is, call only to the ones which are having very high chances of conversion. So we will set the Cut-off point to a higher level ~0.8 such that we make call only to the customer which are really going to be a paying customer.

In this case, Precision will be high, as we have set the Cut-off high, so number of false positive will decrease significantly and hence Precision will improve, but on the other hand Sensitivity will decrease because as we have the Cut-off high there could be case where, we have missed customer which were going to be converted as paying customer.