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

**Ans**: The top three variables in your model which contribute most towards the probability of a lead getting converted are:

1. Lead Origin\_Lead Add Form
2. Last Notable Activity\_Had a Phone Conversation
3. Occupation\_Working Professional
4. 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**: 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:

1. Lead Origin (Lead Add Form)
2. Last Notable Activity (Had a Phone Conversation)
3. Occupation (Working Professional)
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.

**Ans**: The good strategy is incorporated the cutoff value (0.35) so that we have good values of sensitivity, specificity and accuracy. As we want to make conversions as much as possible, we can concentrate on scores which are greater than 35. Last notable activities - phone calls have higher conversion rate, most of the leads are unemployed and have low conversion rates, scholarships can be given to reduce their fee.

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**: In such a condition the company can introduce new things like auto response to emails and SMS so that people can receive an immediate response. We can also increase the threshold to increase the chances of higher conversion.