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

   ANSWER:-
   The top three variables which contribute most towards probability of lead getting converted are:
   - **Tags_Lost to EINS**
   - **Tags_Closed by Horizzon**
   - **Tags_Busy**

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?

   ANSWER-
   Top three categorical/dummy variables in the model which should be focused most are:
   - **Tags_Lost to EINS**
   - **Tags_Closed by Horizzon**
   - **Tags_Busy**

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.

   ANSWER-
   In this situation when there are lots of people there make call then we should make the cutoff so that there false negative should be as low as possible, because we can't afford to loose to call any potential leads by wrongly predicting that he may not convert. So we should decrease the False Negative Rate(FNR) and in turn increase True Positive Rate(TPR).

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.

   ANSWER-
   In this situation company should focus on decreasing False Positive, i.e they should set the cutoff such that it decreases the chance of having wrongly predicting any leads as convertible even though they are not convertible. So here we should focus on decreasing False Positive Rate(FPR) and in turn increasing True Negative Rate(TNR).