Question 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 are along with their coefficients are:

1.

Dmy What is your current occupation_Working Professional	2.8259

2.

Dmy Lead Origin_Lead Add Form	2.2188

3.

Dmy Lead Source_Direct Traffic	-2.1043

Question 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: The Top Three Categorical Dummy Variables along with their coefficients are:

1. **Dmy What is your current occupation_Working Professional 2.8259**
2. **Dmy Lead Origin_Lead Add Form 2.2188**
3. **Dmy Specialization_Banking, Investment And Insurance 0.3438**

Question 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: The company should decrease the cut off of the model, increase the sensitivity(at the cost of reduced specificity) and tag more leads as hot leads and with the help of increased man force in the form of interns, try and convert all the hot leads to paying customers.

Question 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: The company should increase the cutoff of the model, decrease the sensitivity, increase the specificity of the model i.e the number of "Nos" correctly predicted and tag more prospects as cold leads. Thus they can minimize the rate of useless phone calls and save human resource or human manual time on calling unnecessary leads, or rather calling only those leads who have a very high probability of getting converted to a sale.

Submitted by Achal Kagwad and Surbhi Chaplot