

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

The Top 3 variables which contribute most towards probability of a lead getting converted are:-

- Total Time Spent on Website
- Total Visits
- Page Views per visit

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?

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:-

- Current Occupation
- Specialization
- Last Notable Activity

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.

In order to achieve that, they should decrease the cut-off from 80% to a lower figure. This would result in higher **Sensitivity** and they would be able to get more customers being predicted as 1 by the model.

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.

In order to achieve that, the team should increase the cut-off from 80% to a higher figure. The team should focus on increasing the **Precision & Specificity** and only get customers with very high possibility of converting.