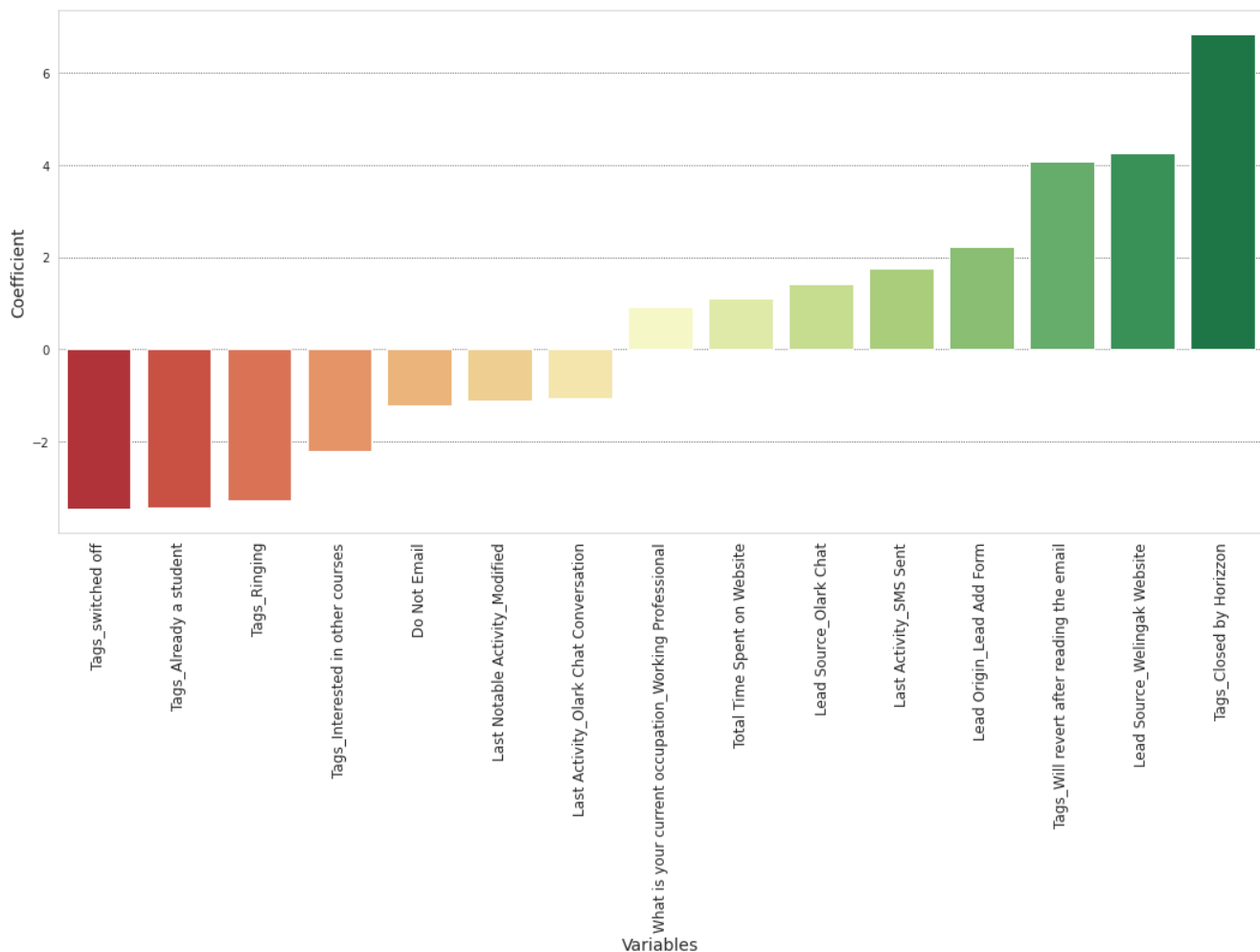


1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?

According to the model, the top 3 variables that contribute towards $P(\text{converted})$ are,

- 'Tags_Closed by Horizzon' (From variables, Tags)
- 'Lead Source_Welingak Website' (From variable, Lead Source)
- 'Tags_Will revert after reading the email' (From variable, Tags)



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?

Once again, the top 3 variables that increase the probability of conversion all happen to be categorical dummy variables,

- 'Tags_Closed by Horizzon'
- 'Lead Source_Welingak Website'

- 'Tags_Will revert after reading the email'

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.

Now that the company has more manpower and we want, we can employ the following strategies,

- Look for leads that have tags, 'Closed by Horizzon', 'Will revert after reading the email', leads that were obtained from 'Welingak Website' and References, or identified by 'Lead Add Form', and also leads that have spent more time on the website. Working professionals should not be missed. Leads with all these attributes should be pursued.
- Other teams can work on making the website more engaging and google/other ads more catchy.
- If we had more personnel, we might as well rebuild the model and push down the threshold further (to maybe 0.2) to increase the recall score, so don't miss out on any of the leads that are likely to convert but are predicted as negative(or will not convert).

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.

If the target has already been achieved, we can rebuild the model by increasing the probability threshold to, say 0.75. This improves the precision score at cost of the recall score. So, all the calls that'll be made now will have a high likelihood of conversion and there'll be hardly any useless calls.

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