

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

The 3 variable columns that are considered as important :

- Lead Origin
- Lead Source
- 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?**

The 3 notable variable columns that should be focused on:

- Lead Origin_Lead Add Form
- Last Activity_SMS Sent
- 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.**

When the sensitivity is high, it is less likely to give a false negative. Therefore, in the current scenario when man-power is available and it is proposed to do an aggressive lead conversion, a higher probability / specificity or lesser sensitivity values can be targeted, so as to ensure maximum converts.

- 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 continuation to the previous answer, as stated when the sensitivity is high, it is less likely to give a false negative. Hence it is necessary to target values with higher sensitivity which in that case only fewer number of customers will only have to be contacted and will have higher conversion rate.