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

Ans: Top Three Variables-

- A) Tags
- B) Total Time Spend on Website

C) Last Notable Activity

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?

Ans: Top Three Dummy Variables-

- A) Tags_Closed by Horizzon
- B) Tags Lost to EINS
- C) Last Notable Activity_Had a Phone Conversation
- 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.

Ans: In this case, We do not want to miss any potential customer. Therefore, we want False-Negative to be as low as possible. In these situations, we can compromise with the low precision, but recall should be high. Therefore, we focus on having a high recall. **Strategy-Follow Recall.**

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.

Ans: In this case, it is okay if any potential lead mail remains undetected (false negative). Because company already reaches to its target. And it is ok if company loose any lead. So In this situation, False Positive should be as low as possible. Here, precision is more vital as compared to recall.

Strategy- Follow Precision