

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

- A) Tags
B) Total Time Spend on Website
C) Last
- Notable
- Activity

Ans: Top Three Dummy Variables-

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.

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.

Strategy- Follow Precision