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

**Top 3 variable which contribute most towards probability of a lead getting converted are:**

**1.Tags\_Closed by Horizzon,**

**2.Tags\_Lost to EINS,**

**3.Tags\_Will revert after reading the email**

**4. Lead Origin\_Lead Add Form**

**5. Last Notable Activity\_SMS Sent**

1. 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?

Top 3 categorical variables are Tags, Lead origin, Last notable activity.

Top 5 dummy variables are also mentioned below:

**1.Tags\_Closed by Horizzon,**

**2.Tags\_Lost to EINS,**

**3.Tags\_Will revert after reading the email**

**4. Lead Origin\_Lead Add Form**

**5. Last Notable Activity\_SMS Sent**

1. 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.

At this stage since they don’t lack manpower, so they can utilize the manpower to make phone calls so they can reduce the optimal cut-off point , because it won’t matter if they make call to false positive people but they will add on false negative people too with decreasing the cut-off point from 0.35 to 0.3 or less depending on sensitivity and depending on how much extra ppl we can cater.

High Sensitivity will ensure that almost all leads who are likely to Convert are correctly predicted

1. 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.

At this point we should focuss on increasing specificity as high Specificity will ensure that leads that are on the brink of the probability of getting Converted or not are not selected.