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

**Answer :** Looking at the coefficients of all the variables we could say the top three are Tags, Lead Origin, Lead Quality.

Coefficient states how the target variable varies with independent variable. Higher the value higher is the relation between them. Negative sign indicates that as the value of independent variable increases value of target decreases. Positive sign indicates target value increases with increase in independent variable value.

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?

**Answer :** Top 3 dummy variables that contribute most towards the probability of lead conversion are **Tags\_Will revert after reading the email, Lead Origin\_LeadOriginOther, Tags\_Ringing**. They coefficients are **4.2012, 3.8368, -3.5245** respectively.

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.

**Answer:** During this period, it is ok if the team calls a person and he does not get converted. They are ok to make as many calls as possible to get more number of people. So the conversion rate can be less but the final number of people who got converted should be a good number. We should build model with very high Sensitivity and specificity can be less.

**Probability cutoff value should be less.**

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.

**Answer:** In this case we want good conversion rate. We want most of the people to be converted to whom team has contacted.

**Probability cut off value should be high**.

Total accuracy should be high. Specificity should be high.