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

Solution: Based on the coefficient values:

1. Solution: Total Time Spent on Website
2. Lead Add Form (from Lead Origin)
3. LeadSource\_Wellingak Website
4. What are the top 3 categorical/dummy variables in the model which should be focused the most on to increase the probability of lead conversion?

Solution: Based on the coefficient values:

1. Lead Add Form (from Lead Origin)
2. LeadSource\_Wellingak Website
3. Working Professional ( from What is your current occupation)
4. X Education has a period of 2 months every year during which they hire some interns. The sales team 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 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.

Solution: During the 2-month intern period, X Education should focus on maximizing outreach. Our model can be fine-tuned by defining a cut off that leads to higher sensitivity to identify nearly all potential leads (predicted as 1). We want to minimize false positives as much as possible. Interns should prioritize these leads for phone calls.

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.  
     
   Solution: For this use case we want to tune our model by setting a cut off which maximizes the precision, thereby minimizing the false positives.

Manasa Manjunatha