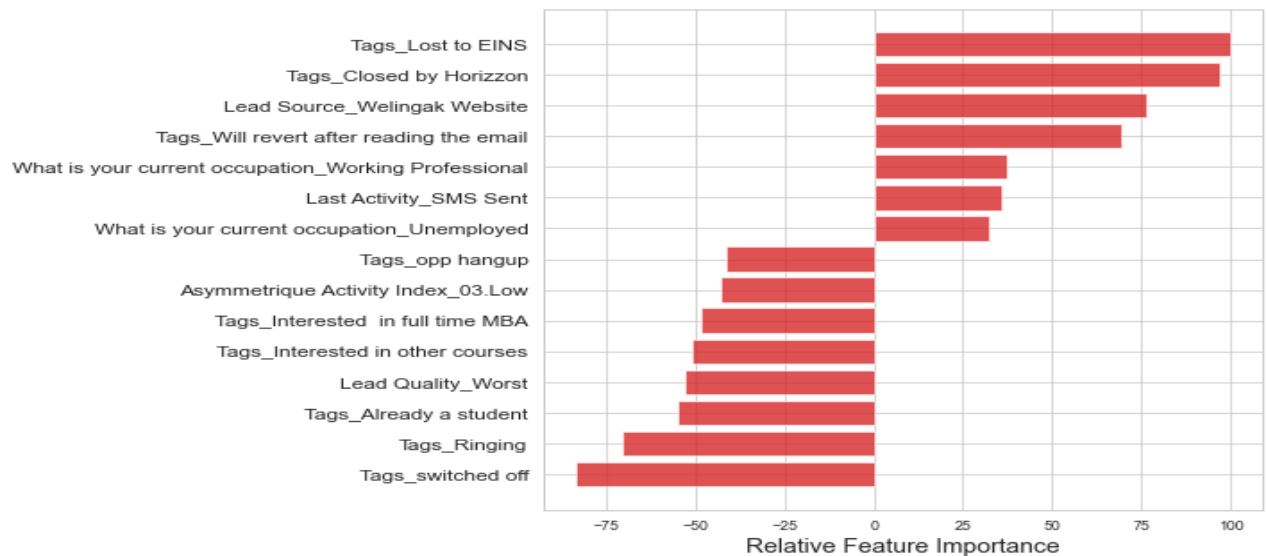


Recommendations:



Selecting Top 3 features which contribute most towards the probability of a lead getting converted.

	index	0
8	Tags_Lost to EINS	100.00
5	Tags_Closed by Horizzon	96.83
0	Lead Source_Welingak Website	76.34

The conversion probability of a lead increases with increase in values of the following features in descending order:

- Tags_Lost to EINS
- Tags_Closed by Horizzon
- Lead Source_Welingak Website
- Tags_Will revert after reading the email
- What is your current occupation_Working Professional

- Last Activity_SMS Sent
- What is your current occupation_Unemployed

The conversion probability of a lead increases with decrease in values of the following features in descending order:

- Tags_switched_off
- Tags_Ringing
- Tags_Already a student
- Lead Quality_Worst
- Tags_Interested in other courses
- Tags_Interested in full time MBA
- Asymmetrique Activity Index_0.3 Low
- Tags_opp hangup

High Sensitivity will ensure that almost all leads who are likely to Convert are correctly predicted while high Specificity will ensure that leads that are on the brink of the probability of getting Converted are not selected.

- Should focus on wider set of lead audience (Include slightly lower conversion probable leads)
- Basically, need to generate new set of leads by changing (moving down) the value of cut off probability in order to include more leads as hot leads from our model.
- By doing so, we can utilize better way of resources and improving chance of converting leads whose lead conversion probability might be low as well.
- Should focus on narrower set of lead audience (discard slightly lower conversion probable leads)
- Basically, need to generate new set of leads by changing (moving up) the value of cut off probability in order to discard lower conversion rate probable leads from our model.

- By doing so, we are doing minimal effort and still be getting fair conversions.

Summary:

- ***Increase Total visits to the website***
- ***Increase user engagement to the website in order to increase higher conversion***
- ***Target Welingak Website users***
- ***Increase targeting Working Professional and Unemployed category***
- ***Increase sending SMS notification***