**Subjective Questions**

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

**Solution 1:**

Top three variables:

* + - 1. Lead Source\_Welingak Website
      2. Total Time Spent on Website
      3. Total Visits

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?**

**Solution 2:**

Top three categorical/dummy variables:

* + - 1. Lead Source\_Welingak Website
      2. Lead Source\_Reference
      3. Last Notable Activity\_Unreachable

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.**

**Solution 3:**

**Strategy:**

In this case, we want to increase the number of true positives (i.e. correctly predicted as 1). So if we reduce the probability the number of persons detected as true positive will increase. Considering this, if we reduce the lead score cut-off to 40 we end up with more true positive cases which can be distributed among the interns.

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 4:**

**Strategy:**

In this case, we want to reduce the number of true positive (i.e. correctly predicted as 1). So if we increase the probability the number of persons detected as true positive will decrease. Considering this, if we increase the lead score cut-off to 70-80, we end up with lesser true positive cases (Predicted as 1) which company will need to pay attention.