Subjective Questions

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

   Ans: These are the top three variables that contribute towards the probability of a lead getting converted,
   - lead_origin_Lead Add Form
   - lead_profile_Student Of Someschool
   - lead_profile_Lateral Student

2. **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?**

   Ans: The top 3 categorical/dummy variables in the model,
   - Current Occupation – Working Professional
   - Lead Origin – Lead
   - Lead Origin – Lateral Student

3. **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.**

   Ans:

   At this time, the model should be retrained or rather the cutoff for the logisitc regression should be decreased (Sensitivity increases) thereby we will all the positives. This will result in a lot of false positives but since the team has a lot of interns they can afford the false positives.

4. **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.**

   Ans:

   At this time, the model should be retrained or rather the cutoff for the logisitc regression should be increased (precision increases) thereby we will all the positives. This will result in a less false positivess