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

Top 3 variables contributing to lead conversion:

Total Time Spent on Website

Tags\_Will revert after reading the email

What matters most to you in choosing a course\_Better Career Prospects

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?

Top 3 categorical variables impacting lead conversion:

Tags\_Will revert after reading the email

What matters most to you in choosing a course\_Better Career Prospects

Lead Quality\_Might be

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.  
    (1).  lower the decision threshold .  Predicted probability from 0.5 to 0.3 or 0.25

(2) use precision-recall curve to pick the ideal threshold

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.

(1). increase the decision threshold to maximize precision. Set threshold instead of 0.5 to 0.7,0.8 or 0.9