**Smart Agent Recruitment Challenge**

FinMan is a Financial Distribution company. Over the last 10 years, they have created an offline distribution channel across India. They sell Financial products to consumers by hiring agents in their network. These agents are freelancers and get commission when they make a product sale.

**Overview of FinMan On-boarding process**

The Managers at FinMan are primarily responsible for recruiting agents. Once a manager has identified a potential applicant, the would explain the business opportunity to the agent. Once the agent provides the consent, an application is made to FinMan to become an agent. This date is known as application\_receipt\_date.

In the next 3 months, this potential agent has to undergo a 7 day training at the FinMan branch (about Sales processes and various products) and clear a subsequent examination in order to become a FinMan agent.

**The problem - Who are the best agents?**

As is obvious in the above process, there is a significant investment which FinMan makes in identifying, training and recruiting these agents. However, there are a set of agents who do not bring in the expected resultant business.  
  
Finman has approached you and asked you to  to analyse and observe the overall past recruitment data to help your client derive meaningful insights.  
  
Data Dictionary  
**Variable** | **Definition**  
ID | Unique Application ID  
Office\_PIN | PINCODE of Fintro's Offices  
Application\_Receipt\_Date | Date of Application  
Applicant\_City\_PIN | PINCODE of Applicant Address  
Applicant\_Gender | Applicant's Gender  
Applicant\_BirthDate | Applicant's Birthdate  
Applicant\_Marital\_Status | Applicant's Marital Status  
Applicant\_Occupation | Applicant's Occupation  
Applicant\_Qualification | Applicant's Educational Qualification  
Manager\_DOJ | Manager's Date of Joining  
Manager\_Joining\_Designation | Manager's Joining Designation in Fintro  
Manager\_Current\_Designation | Manager's Designation at the time of application sourcing  
Manager\_Grade | Manager's Grade in Fintro  
Manager\_Status | Current Employment Status (Probation / Confirmation)  
Manager\_Gender | Manager's Gender  
Manager\_DoB | Manager's Birthdate  
Manager\_Num\_Application | No. of Applications sourced in last 3 months by the Manager  
Manager\_Num\_Coded | No. of agents recruited by the manager in last 3 months  
Manager\_Business | Amount of business sourced by the manager in last 3 months  
Manager\_Num\_Products | Number of products sold by the manager in last 3 months  
Manager\_Business2 | Amount of business sourced by the manager in last 3 months excluding business from their Category A advisor  
Manager\_Num\_Products2 | Number of products sold by the manager in last 3 months excluding business from their Category A advisor  
Business\_Sourced(Target) | Business sourced by applicant within 3 months [1/0] of recruitment