

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

Ans: The top 3 features in our model which contributed most towards probability of a lead getting converted are:

1. **TotalVisits**
2. **Total Time Spent on Website**
3. **Lead Origin_Lead Add Form**

As these 3 features have high coefficients so these features statistically make more contribution to conversions.

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 which should be focused the most on in order to increase the probability of lead conversion are:

1. **Lead Origin_Lead Add Form**
2. **Last Notable Activity_Unreachable**
3. **Last Activity_Had a Phone Conversation**

Above mentioned categorical features add more values towards conversions than other categorical variables.

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: When the goal becomes to make as many conversions as possible then we can focus more on increasing sensitivity of model. For that we will decrease the threshold which will lead us with more True positive values. In this process we will see increment in false positives as well. However, considering the increase in manpower we can manage this.

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: Here the goal is to minimize the number of unwanted leads. So, our focus will be on high specificity which will decrease false alarms. For this we can increase the threshold. We have less manpower, so we do not want more false positives here. It is fine in case we encounter false negatives. However, resources should utilize their time on clients with high conversions.