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

The three top features: Time Spent on Website, What is your current occupation, Lead Origin

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?

The three top dummy variables: Lead Origin\_Lead Add Form, What is your current occupation\_Working professional, Specialization\_NA

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.

In order to increase the calls, the cut-off can be brough to a further lower value. This will predict more leads as yes and can provide more people to be called by interns. The other strategy can be that interns take calls for only additional leads that are added by lowering cutoff, so that the true potential leads are handled by experienced sales and does not risk the potential sales.

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.

The solution to this will be opposite, i.e., increase the cut-off, so that there are less people identified as potential leads and sales have less numbers to call.