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

A) The top three variables of the logistic regression model which contributed most towards the probability of lead getting converted are

   1. Last Notable Activity_Unsubscribed.
   2. Last Activity_Converted to Lead.
   3. Do Not Email

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?**

A) The top three Categorical/dummy variables of the logistic regression model which contributed most towards the probability of lead conversion are

   1. Last Notable Activity_Unsubscribed.
   2. Last Activity_Converted to Lead.
   3. Do Not Email

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.**

A) For the lead conversion to be more aggressive the “False negatives”(The hot leads who are actually converted but falsely identified to be not converted) needs to be as low as zero, which in turn means the sensitivity should be maximum. So that all the potential leads would be converted.

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.

A) To minimize the rate of useless phone calls “False Positive rate” (The leads who are not converted but falsely identified as converted) should be very less, Which means the specificity should be high.