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

Ans: 1). Lead Source

2). Last activity

3). Last notable activity

4). Total time spent on website

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?

Ans: 1). Lead Source\_welingak website (Dummy variable of Lead source)-*Has high β1 coefficient*

2). Lead Source\_reference (Dummy variable of Lead source)-*Has high β1 coefficient*

3). Do not email\_NO (binary variable of Do not email)- *(This is because Do not email\_YES has negative β1 coefficient)*

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.

Ans: To achieve this we have to make sure that Sensitivity or Recall is very high. This is because if we increase sensitivity then of all the actual positives predicted positives will increase and we are not gonna miss any potential lead. To achieve high Sensitivity or Recall we have to decrease the **cutoff probability to very lower level**.

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.

Ans: To achieve this the Precision should be very high. This is because if we reduce the Precision then there will be very less number of false positives i.e we are not predicting much people as potential leads unless we have high probability of conversion for them. To achieve high Precision we have to increase the **cutoff probability to very higher level**.