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 variables in my models, which contribute most towards the probability of a lead getting converted are

   1. Total Time spent on website
   2. Last Activity SMS sent
   3. TotalVisit

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. Last Activity_SMS Sent
   2. Last Activity_Olark Chat
   3. Lead Source_Olark Chat

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 → A good strategy would be as mentioned below

   a. Just focus on wider set of Lead audience
   b. We can create a new set of leads by moving down the value of cutoff, so that we can include more leads from our logistic Regression model.
   c. After doing this, we will utilize our resources better

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 → Below are the strategy

   a. Focus on lead audience

b. We can create a new set of leads by moving down the value of cutoff, so that we can include more leads from our logistic Regression model
c. By above steps, with minimal effort we will get a fair conversions.