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

   The top three variables in my model, that contribute towards lead conversion are:
   1. Total Time Spent on Website
   2. Last Activity_SMS Sent
   3. Tag - revert after reading the 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?

   The top three variables in my model, that should be focused are:
   1. Last Activity_SMS Sent
   2. Total Visit
   3. Last Notable_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.

   1. **Expand the lead audience** by including leads with slightly lower conversion probabilities.
   2. **Adjust the cutoff value** in the Logistic Regression Model to incorporate a broader set of leads as potential hot leads.
   3. **Enhance resource utilization** and increase the chance of converting leads with lower conversion probabilities by identifying and focusing on a wider range of leads.

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.

   1. **Narrow the lead audience** by excluding those with lower conversion probabilities.
   2. **Increase the cutoff value** in the Logistic Regression Model to discard leads with lower conversion potential.
   3. **Optimize efforts** while still achieving fair conversion rates by focusing on higher-quality leads.