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

   Top 3 variables in the model which contribute towards the probability of getting a lead converted include
   - Total Visits
   - Total time spent on website
   - Lead Origin: Lead Add Form

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?

   Top 3 categorical/dummy variables in the model which should be focused the most to increase the probability of lead conversion include
   - Lead Origin_Lead Add Form
   - Lead Source_Olark Chat
   - Lead Source_Welingak Website

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:
   In this case we can choose a low cut-off point other than the optimal cut-off point 0.29 which will give better results for accuracy, sensitivity and specificity.
   The precision in this case will be less, but still we have got 10 more interns (more larger team) who can cover more target audience.

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:
   At this stage we can choose the target group having optimal lead score or people having cut-off point more than 0.29 people who has significant chances of conversion but need follow up.