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

Ans: 1) Tag
2) Total Time Spent on Website
3) Lead Origin

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: 1) Tags_Closed by Horizzon
2) Total Time Spent on Website
3) Tags_Will revert after reading the 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.

Ans: To get more conversion company should focus on candidates who have positive coefficient variable high, like Total Time Spent on Website, Total Time Spent on Website, Tags_Will revert after reading the email. And should avoid calling people who haven't picked up a phone earlier.

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: To avoid making useless call team should focus on variables with negative coefficient. Like 'Tags_ringing' people who kept call on ringing last time, last activity olark chat conversation, last activity was other activity.
So team should avoid calling these candidates minimize useless calls.