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

**Ans**: The three most significant factors in my model that determine lead conversion are:

1. Time spent on the website

2. Final interaction of SMS sent

3. Total number of visits

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**: The most important factors in my model that should be emphasized are:

1. Last Activity\_SMS Sent (having a beneficial effect)

2. Last Activity\_Olark Chat Conversation (producing an adverse effect)

3. Lead Source\_Olark Chat (producing an adverse effect)

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**: A sensible plan would be:

* To look at a broader range of potential customers (including those with lower conversion likelihood).
* To do this, we can tweak the cutoff value and include more leads from our Logistic Regression Model.
* This will help us save resources and also increase the chance of converting leads with a lower probability.

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**: A sensible approach would be to concentrate on a select group of potential leads and ignore those with a lower chance of conversion. We can modify the cut off value of our Logistic Regression Model to create this new set of leads with minimal effort and still have acceptable conversion rates.