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 contributing most are:
  1. Tags\_Already a student
  2. Tags\_Not doing any further education
  3. Tags\_Invalid number

These three variables have the highest magnitude of coefficient but negative sign thus they contribute in a negative fashion.

* 1. Total time spent on website contributes positively in the conversion.

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?

* The top three variables contributing most are:
  1. Tags\_Already a student
  2. Tags\_Not doing any further education
  3. Tags\_Invalid number

These variables should be focussed on the most.

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.

They should contact those students more who are not already a student, plan to do further education, do not have invalid number, are not interested in other courses, spend a good amount of time on website.

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.

They should do a thorough EDA and build a logistic regression model and if the model gives very good sensitivity then only the predicted customers should be contacted.