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

**Answers : Lead Origin ,Total Time Spent on Website, Lead Profile**

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?

**# Based on VIF Score :Lead Origin\_Landing Page Submission, Last Activity\_SMS Sent, Last Notable Activity\_Modified**

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.  
   **Taking all the columns based on RFE,ROC curve, Precision and Recall score based on the cutt off points taking the minimum value evaluated which can useful to fetch maxium leads.**
2. 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.

**# Answer : Increase Cut-off rate and target only lead having maximum lead scores**