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

```
Answer :  TotalVisits
          Lead Source_Welingak Website
          Total Time Spent on Website
```

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?

```
Answer : Lead Source_Welingak Website
         Last Notable Activity_Had a Phone Conversation
         Lead Source_Reference
```

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.

```
Answer :
     In the below image, the final prediction is calculated based
     on an optimal cut off value of 0.39.

     In order to make the sales aggressive, the company may contact
     all the leads which have a conversion probability (value = 1)
     under a cut off 0.39
```

	Converted	Conversion_Prob	Predicted	0.0	0.1	0.2	0.3	0.4	0.5	0.6	0.7	0.8	0.9	final_predicted
0	0	0.066349	0	1	0	0	0	0	0	0	0	0	0	0
1	0	0.119767	0	1	1	0	0	0	0	0	0	0	0	0
2	0	0.612196	1	1	1	1	1	1	1	1	0	0	0	1
3	1	0.656967	1	1	1	1	1	1	1	1	0	0	0	1
4	1	0.914777	1	1	1	1	1	1	1	1	1	1	1	1

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.

```
Answer :
```

In order to minimize the rate of useless phone calls, the company
may contact all the leads which have a conversion probability
(value = 1) under column 0.7. However, the flipside here would be
that, we may miss out on those leads that are actually converted
but then the model wrongly predicted them as not converted.
This should not be a major cause for concern as the target has
already be achieved.

	Converted	Conversion_Prob	Predicted	0.0	0.1	0.2	0.3	0.4	0.5	0.6	0.7	0.8	0.9	final_predicted
0	0	0.066349	0	1	0	0	0	0	0	0	0	0	0	0
1	0	0.119767	0	1	1	0	0	0	0	0	0	0	0	0
2	0	0.612196	1	1	1	1	1	1	1	1	0	0	0	1
3	1	0.656967	1	1	1	1	1	1	1	1	0	0	0	1
4	1	0.914777	1	1	1	1	1	1	1	1	1	1	1	1