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 in my model is

   - Last Notable Activity_SMS Sent
   - Last Notable Activity_Unreachable
   - 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?

   - Last Notable Activity_SMS Sent
   - Last Notable Activity_Unreachable
   - Total Time Spent on Website

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
   .

The good strategy to follow at this stage is to make almost all potential leads to be converted is to focus on below categories or dummy variables as they keep a tight grip on a potential lead to be converted:

- Last Notable Activity_Had a Phone Conversation
- What is your current occupation_Working Professional
- Last Notable Activity_SMS Sent
- Total Time Spent on Website
- Last Notable Activity_Unreachable

And also try not to focus on below categories or dummy variables as they could lower the chances for getting converted.

- Lead Source_Facebook
- Do Not Email
- Lead Source_Direct traffic
- Last Activity_Olark Chat Conversation

- Lead Source_Referral sites
- Lead Source_Organic search

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.

As we know that we have our recall score of 79%, the true relevant result is better hence the useless phone calls will be less. Follow only the combination of below variables/categories to minimize the number of useless phone calls:

- Last Notable Activity_Had a Phone Conversation
- What is your current occupation_Working Professional

We should Check only the hot lead score from 90 to 100 to minimize the process of useless phone calls.