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, that contribute towards lead conversion are:**

1. **Total Time Spent on Website**
2. **Last Activity\_SMS Sent**
3. **TotalVisit**

**According to our model, the Total Time Spent on Website variable has a probability of converting a lead.**

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 in my model on which we should concentrate our efforts are as follows:**

**1. Last Activity SMS Sent (positively impacting)**

**2. Last Activity Olark Chat Conversation (negatively impacting)**

**3. Lead Source Olark Chat (negatively impacting)**

**They should priorities sending out more SMS alerts and improving the Olark Chat service in order to increase the chance of lead conversion.**

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.

**It is recommended to: Focus on a larger set of lead audience (including leads with slightly lower conversion probabilities) Technically, we can generate this new set of leads by altering (moving down) the value of the cut off so as to include more leads as the hot leads from our Logistic Regression Model By doing so, we will be better utilizing resources and improving the chance of converting a lead with low conversion probabilities.**

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.

**A excellent plan will be to concentrate on a small number of target audiences (discarding lower conversion probable leads). According to the technicalities of the situation, we may build this new group of leads by adjusting (moving up) the amount of the cut off so that lower conversion rate probable leads are excluded from our Logistic Regression Model. We shall be putting up the smallest amount of work while yet obtaining reasonable conversions.**