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

   Ans: - Based on the coefficient values the top 3 variables –
   1. **Tags_Closed by Horizzon**
   2. **Tags_Will revert after reading the email.**
   3. **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?

   Ans: - Based on the coefficient values the top 3 categorical/dummy variables –
   4. **Tags_Closed by Horizzon**
   5. **Tags_Will revert after reading the email.**
   6. **Last Notable Activity_SMS Sent.**

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.

   Ans: - The optimal cut off point must be lowered to less than 0.25, which may increase the sensitivity value (while decreasing the specificity). This would increase the amount of potential leads that the Sales Team would call, which would lead to more hot leads enrolling in the course or becoming customers that would have gone unreported in a regular setting.

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.

   Ans: - The approach for the aforementioned circumstance could be a higher threshold value with moderate sensitivity and high specificity.