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

Ans. → **'Total Time Spent on Website', 'What is your current occupation'** and **'Lead Source'**

---

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. → **'What is your current occupation'**, **'Lead Source'** and **'Last Activity'** are the **top three categorical variables** that increase the probability of lead conversion

---

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. → Here the demand is to get the more customers that are likely to be converted. So, we want basically to **increase sensitivity** much more. To achieve this we can reduce the cut-off point from 0.3 to 0.2 or (even 0.1) and we will start getting more people who are likely to be converted.

---

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. → Similar to above question, here we want to **reduce the sensitivity**. And, we can achieve this by increasing the cut-off point from 0.3 to 0.4.