1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
   Ans: These are the top 3 variables [does not incorporates the dummy variables as it has been asked in the second question]
   a. Lead source: 2 of the dummy variables which came form lead source have the highest positive coefficient, thus having high impact on Lead source.
   b. Last activity : Another column which had high coefficient value
   c. Lead origin: We see many dummy variables belonging to the lead origin columns

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: The top 3 variables which contribute most towards the probability of lead getting converted are :
   a. The Lead scource had come from **Lead add forms**
   b. customer had a phone conversation as last stored activity
   c. Lead source had come from welingak website
   - These variables have the highest positive coefficient indicating they have higher effect on the log of odds
   - These are all dummy variables which were generated from different columns such as lead source etc to check for their impact individually

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:
   - A good strategy would be to first lower the cutoff value for the model to pick more users who could convert into possible leads as we want to have a try at as many users as we want-. This would increase sensitivity
   - We can consider applying an order to calls within those list who would have higher chances of converting to the leads. Such as users who would have visited Welingak Website would be the ones who would have higher chances to be converted to lead.
   - It is better to let the professionals handle them as they have higher chances to convert. Interns would deal with users who have relatively lower score as having them convereted could be a special bonus

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 model would need to be modified so that we have higher specifity and we are able to more accurately identify users who will not convert so that we are in line with the objective to not make unnecessary phone calls-> This would involve increasing the cut off value for the model
- Make users who have visited Welingak Website as your first priority as they have high chance of leads getting converted along with users who had lead source as lead add form
- Another interesting strategy would be to net proceed users who have spent higher total time spent on the website -> it is a good indicator if the user could actually be an important indicator.

The users who have asked for not to be called should be avoided as they haave high probability of not getting converted