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

Ans: 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

   Summary: As per our model, the 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: The top three variables in my model, that should be focused are:

   1) Last Activity_SMS Sent (positively impacting)
   2) Last Activity Olark Chat Conversation (negatively impacting)
   3) Lead Source Olark Chat (negatively impacting)

   Summary: They should focus on sending more SMS notifications and improve the Olark Chat service in order to 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: A good approach would be to:
   - Concentrate on a larger group of leads (including those with a slightly lower conversion probability);
   - Technically, we can create this new group of leads by changing (moving down) the cut off value in order to include more leads as the hot leads from our Logistic Regression Model.
   - By doing this, we will be making better use of our resources and increasing the likelihood of converting a lead whose opportunity for conversion may also be low.

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: A good approach would be to:

- Concentrate on a smaller group of leads (throw out lower conversion probable leads)
- Technically, we can create this new group of leads by moving the cutoff value up to eliminate lower conversion rate probable leads from our Logistic Regression Model
- By doing this, we will be putting in the least amount of work and still obtaining fair conversions.