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 following are the top three variables that contribute most towards the probability of a lead getting converted:
      i.   Lead Source_Welingak Website
      ii.  What is your current occupation_Working Professional
      iii. Last Activity_SMS Sent

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 in the model which should be focused the most on in order to increase the probability of lead conversion are:
      i.   Lead Source_Welingak Website: The website should pay attention to lead source.
      ii.  What is your current occupation_Working Professional: Working professionals are more prone to being converted into paid customers.
      iii. Last Activity_SMS Sent: They are more likely to be converted to customers since they approach themselves.

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 final prediction is calculated based on an optimal cut off value of 0.35. In order to make leads conversion more aggressive, the company may contact all the leads which have a prediction value = 1 and whose lead score is between 0.25 and 0.35, additional to already predicted customers. The sensitivity needs to be increased.

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. In order to minimize the rate of useless phone calls, the company may contact all the leads which have a prediction value = 1 whose lead score is more than 60%.

Precision needs to be increased. The company can be more confident that these leads are actually interested in their products or services.