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

⇒ The top three variables in my model are:

1) Total Time Spent on Website
2) Lead Source_Olark Chat
3) Last Notable 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?**

⇒ The top three variables in my model, that should be focused are mentioned below:

1. Last Activity_SMS Sent (positively)
2. Last Activity_Olark Chat Conversation (negatively)
3. Lead Source_Olark Chat (positively)

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.**

⇒ Suggested strategy will be:

- To focus on wider set of lead audience (inclusion of slightly lower conversion probable leads)
- Technically, we can generate this new set of leads by altering (moving down) the value of cut off so as to include more leads as the hot leads from our Logistic Regression Model
- Doing so, we will be better utilizing resourses and improving chance of converting a lead whose lead conversion probability might be low as well.

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.**

⇒ Suggested strategy will be:

- To focus on narrow set of lead audience (discarding lower conversion probable leads)
- Technically, we can generate this new set of leads by altering (moving up) the value of cut off so as to discard lower conversion rate prabable leads from our Logistic Regression Model
- Doing so, we will be doing minimal effort and still be getting fair conversions.