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, that contribute towards lead conversion are:

1. Total Time Spent on Website
2. Last Activity\_SMS Sent
3. TotalVisit
4. **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:

1. Last Activity\_SMS Sent (positively impacting)
2. Last Activity\_Olark Chat Conversation (negatively impacting)
3. Lead Source\_Olark Chat (negatively impacting)
4. **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.**

⇒ A good strategy would involve:

* Expanding our target audience to include a broader range of leads, even those with a lower likelihood of conversion.
* We can achieve this by adjusting the cutoff value in our Logistic Regression Model to classify more leads as hot leads.
* This approach will help us better utilize our resources and increase the chances of converting leads with a lower probability of conversion.

1. **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.**

A good strategy would be:

* Concentrating on a narrower set of leads by excluding those with a lower probability of conversion.
* This can be accomplished by increasing the cutoff value in our Logistic Regression Model to filter out leads with a lower conversion rate.
* By implementing this approach, we will minimize effort while still achieving satisfactory conversion rates.