1. **Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?**
   - *Total Visits*
   - *The total time spends on the Website.*
   - *Lead Origin Lead Add Form   are the top three variables*

2. **What are the top 3 categorical/dummy variables in the model which should be focused the most on to increase the probability of lead conversion?**
   - Lead origin with element lead add form, last activity with element SMS Sent and Lead Source with element Olark chat are the Dummy variables which should be focused.

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.**

   Specificity in our case can be explained as the ratio of total no of non-Conversions correctly predicted by the model to the total number of actual Non conversions. Sensitivity is the ratio of total number of conversions correctly predicted by the model to the actual number of conversions we had.

   As we are going to employ more people in those two months we can decrease the sensitivity to find all those people who has more chances of predicting and we can use the physical calling to get them on board. We are focusing on Quantity more than Quality.

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.**

   In this situation we should employe an opposite method to that of the previous question we should increase the sensitivity so that we don't get less probable conversion leads and instead we can focus on their on-boarding experience which will help us to get referrals.