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

2.

Ans: **Tag's(three dummy variables of tag's are have high contribution but they are from one cat egorical variable so use simply tags), Lead Source, What is your current occupation**
Tag's:Tags_Closed by Horizzon -   **5.7**
       Tags_Lost to EINS -   **5.4**
      Tags_Ringing -   **-4.6**

Lead source: Lead Source_Reference   **3.2**
            Lead Source_Welingak Website   **4.8**

  What is your current occupation :
   What is your current occupation_Working Professional   **2.6**

3. 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: Tags_Closed by Horizzon, Tags_Lost to EINS,Lead Source_Welingak Website

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.

   Ans:from the given problem we can say that they want all the potential leads which means all the leads are to be conveted to one.for this we can simply change the cutoff.
   If we decrease the cut off the potential leads may increases.In our modal 0.3 is the cutoff less than 0.3 are not converted and more than 0.3 are conveted.so if we decrease the cutoff to minimum means 0.1 they will get the maximum potential leads.by changing the cutoff in our model they get final model.

5. 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: similarly here also they want most promising customers so that they can minimize the useless calls. Here most promising means maximum probability which means if we change the cutoff to 0.9 so that more than 0.9 are hot leads and less than 0.9 are normal leads. by changing the cutoff in our model they get final model.