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

   Lead Source
   Occupation
   Last Activity

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?

   Lead Source_Welingak Website
   Lead Source_Reference
   What is your current occupation_Working Professional

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.

   In our solution we have considered lead score threshold as >= 85. If we decrease the threshold, the sales team can target and contact leads who are showing lower probability of conversion. This way more potential leads can be contacted and can get converted. But we should keep in mind as to not decrease the threshold to a very low value (eg 10 or 20). In such a case, we may be spending time and attempting to convert the leads who may never get converted.

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.

   We can make sure by increasing the lead score threshold value for making calls. The sales team can focus on only the hot leads that are more likely to convert and avoid wasting time on leads that are unlikely to convert. It is also important to monitor and adjust lead score threshold so that sales team does not miss out on potential conversions.