1. **Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?**
   - Scaled coefficients can be used to determine the most significant variables.
   - As is seen in the model, the most significant variable is Tags_Will revert after reading the email (4.3297). However, another dummy variable for Tags i.e. Tags_Ringing has a negative coefficient (-3.5121). Hence, the tags variable is likely to contribute less as a variable as compared to other variables. Thus, determining next 3 most relevant variables
   - Looking at the dummy variables created for categorical variable as well as numerical variables present in the final model, following are the top three variables:
     1. Lead Origin (Lead Origin_Others(3.5263))
     2. Last Notable activity (Last Notable Activity_Others (0.6224) and Last Notable Activity_SMS Sent (1.7960) both positive coefficients)
     3. Total Time spent on website(1.0707)

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?**
   - Scaled coefficients can be used to determine the most significant variables.
   - Following are determined accordingly:
     1. Tags_Will revert after reading the email (4.3297)
     2. Lead Origin_Others(3.5263)
     3. Last Notable Activity_SMS Sent (1.7960)

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.**

   a. The Sales team along with the interns should target the Lead scores from highest to Lowest.
   b. The higher the Lead score the higher is the chance for conversion.
   c. In this manner they will making proper use of the time and resources at hand to increase revenue during the 2 months where the Leads volume is at the highest.

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.**

a. The Sales team can check for the high Lead scores e.g., 100.00 which can be targeted first and calls be made for checking for conversion into Sales/Revenue for X-Education.
b. Once the quarter target is achieved, they can concentrate on the new work.