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 the model are as follows. The values of the coefficients are also listed to denote the respective contribution that the variable has in determining the probability of the lead being converted.

Variable	Coefficient
Total Time Spent on Website	4.5079
TotalVisits	2.7108
Page Views Per Visit	-1.5566

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?**

   The top three Categorical/dummy variables in the model are as follows. The values of the coefficients are also listed to denote the respective contribution that the variable has in determining the probability of the lead being converted.

Variable	Coefficient
CurrentOccupation_Housewife	22.6862
LeadSource_Welingak Website	5.2727
LeadSource_Reference	3.0535

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.**

   Due to availability of more resources the sale team may reduce the cutoff score from the current threshold value of 40 to 20. This allows the team to have access to higher number of potential leads, inspite of a marginally less accurate model. Thus by following this approach the team will be able to contact more number of potential leads during the two months of the year.

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.**

To ensure that the sales strategy is more accurate with priority on specificity, the Sales team can pursue leads with a score greater than 50, from the evaluation metrics accuracy of the model marginally increases and the specificity, which is the number of non-Converts being rightly predicted of the model increases compared to the chosen cut off score 40 based on the intersection point. This ensures the team focuses more on leads who have a higher propensity to convert.

Tradeoff between Accuracy, Sensitivity and Specificity