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

Solution: Based on the coefficient values, the top three variables that contribute most are:
1. **Lead Source**
2. **What is your current occupation**
3. **Do Not Email**

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?

Solution: Again, based on the coefficient values, the top three categorical/dummy variables contributing most towards lead conversion are the same:
1. **Lead Source - Welingak Website**
2. **What is your current occupation - Working Professional**
3. **Lead Source - Reference**

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.

Solution: The final prediction is calculated based on optimal cut off value of 0.3. To maximize the chances of conversion, the company should reach to all prospects which have a conversion posibility, i.e. value of 1 and probability of 0.3.

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.

Solution: Post meeting the target if we are able to run through all the calls at optimal cut-off probability of 0.3, we need to maximize the positives, even if the total number of calls go down. Therefore, we need high sensitivity, even if conversion probability is low. We can slowly start moving from 0.3 probability to 0.2 and 0.1 and start calling all possible prospects with value equal to 1.