**Q1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?**

A1. Top 3 variables in the model are – Lead Source\_WelingakWebsite, LeadSource\_Reference, LastActivity\_SMS Sent

**Q2. 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?**

**A2.** Top 3 variables that should be focused on to increase probability of lead conversion are – Lead Source\_WelingakWebsite, LeadSource\_Reference, LastActivity\_SMS Sent.

**Q3. X Education has a period of 2 months every year during which they hire some interns. The sales team 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.**

**A3.** Technically, for this case we need to maximize the true positives predicted by the model i.e. TPR or sensitivity or recall should be maximum. We can re-adjust model to use a different cut-off probably 0.1 or 0.2. This will help in increasing the scope of leads to be followed.

However, we have following observations from data.

1. People coming from referrals peer reference and Welingak Website have highest conversion rate. However, we still loose about 8% of this traffic. Experienced marketing team can focus on this group.
2. People coming through google search are next in the list. (40% conversion rate). These people should be targeted with more aggressive manner.

**Q4. 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.**