1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
   Ans1) The top three values will be based on the coeff. of the independent variable. Based on the coeff following are most contributing variables in the model:
   1) **Lead Source_Welingak Website**
   2) **Lead Source_Reference**
   3) **What is your current occupation_Working Professional**

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?

   1) **Lead Source_Welingak Website**
   2) **Lead Source_Reference**
   3) **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.

   Ans3) Since time is at hand the company would want to be aggressive in lead conversion by getting most amount of potential leads and tackle them with the help of sales team.
   For getting such leads one can **lower the cutoff value for conversion probability** in the model, which will in turn increase the recall i.e. (proportion of actual positives identified correctly). Since we want to be aggressive we will go for recall increase rather than precision increase

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.

   Ans4) The situation presented here is just the reverse of the situation presented in previous ques. Here we need to prefer precision over recall since we want the leads to be highly precise and not waste time on phone call
   We will need **raise the cut off value for conversion probability** in the model