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

Ans:
The top three variables in our model which contribute most towards the probability of a lead getting converted are as follows:
  I.   Last Notable Activity_Had a Phone Conversation
  II.   Lead Origin_Lead Add Form
  III.   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?

Ans:
The top 3 categorical/dummy variables in the model in the model which should be focused the most on in order to increase the probability of lead conversion are as follows:
  I.   Last Notable Activity_SMS Sent
  II.   Last Notable Activity_Unreachable
  III.   Total Time Spent on Website

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.

Ans:
The good strategy to employ at this stage to make almost all potential leads to be converted is to focus on below categories or dummy variables as they hold a tight grip on a potential lead to be converted are as follows:
  I.   Last Notable Activity_Had a Phone Conversation
  II.   What is your current occupation_Working Professional
  III.   Last Notable Activity_SMS Sent
  IV.   Total Time Spent on Website
  V.   Last Notable Activity_Unreachable
Also we have to try not to focus on the below categories as they lower the chances to get converted for which you don't to utilize your time as our goal is to make most of the customers converted are as follows:
a. Lead Source_Facebook
b. Do Not Email
c. Lead Source_Referral sites
d. Last Activity_Olark Chat Conversation
e. Lead Source_Direct traffic
f. Lead Source_Organic search

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.

Ans:
As we have our recall score with almost 79%, the true relevant result is always better hence the useless phone calls will be less. Follow only the combination of below variables/categories to minimize the number of useless phone calls are as follows:
    I.   Last Notable Activity_Had a Phone Conversation
    II.   What is your current occupation_Working Professional

We have to Check only the hot lead score ranging from 90 to 100 to minimize useless phone calls.