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

Ans. Total Time Spent on Website, Lead Origin & Last Notable Activity

1. **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. Total Time spent on Website (+0.87), Last Activity - Page Visited on Website (-0.18) & Last Notable Activity - Modified (-0.35). The numbers in parentheses are their correlation score with respect to the lead score.

1. **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. Since we have enough bandwidth to make enough phone calls. It will be okay to take a hit on the precision and so, all we need to do is to reduce false negatives. (Optimize on sensitivity).

1. **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. The core idea here to reduce useless phone call so, False Positive should be minimized (Optimize on Specificity)