1. **Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?**
   Answer:
   I. Lead Source
   II. Last Notable Activity
   III. Lead Origin

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?**
   Answer:
   I. Lead Source_Welingak Website
   II. Lead Source_Reference
   III. Last Notable Activity_Had a Phone Conversation

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**.
   Answer: X Education should contact all leads with a cutoff value greater than 0.33 based on the sensitivity and specificity trade-off curve. Additionally, leads from the sources "Welingak Website" and "Reference," as well as those associated with the activity "Had a Phone Conversation" under the "Last Notable Activity" column, exhibit significant coefficients and should be given special attention.

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.**
   Answer: The company should prioritize contacting leads with a Lead Score exceeding 90, as these represent the most promising prospects with a high potential for conversion. They have to call only 228 people

   Lead Count for Different Lead Score

   1. Number of rows with Lead_score > 90: 228 counts
   2. Number of rows with Lead_score > 80: 429 counts
   3. Number of rows with Lead_score > 70: 578 counts
   4. Number of rows with Lead_score > 60: 813 counts
   5. Number of rows with Lead_score > 50: 957 counts