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 models which contribute most towards the lead Lead Conversion are:-
   (A)- TotalVisits
   (B)- Total Time Spent on Website
   (C)-Lead source with elements

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:- Top 3 categorical / dummy cariables in the models are:-
   (A)- Last Activity_Form Submitted on Website
   (B)- Last Activity_Olark Chat Conversion
   (C)- Last Activity _Page Visited 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:- A good strategy should be better utilization resources and improving chance of converting a lead whose lead conversion probability might be low as well. We can generate the new set of leads by alternating value of cutoff so more leads as the Hot leads in our Model. Also to focus on wider set of lead audience.

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:- A good strategy should be doing minimal effort and still be getting fair conversions. To focus on narrow set of lead audience. We also set the new leads by alternative value of cutoff so as to discard lower conversion rate from our Logistic Regression Model.