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

```
Tags_Closed by Horizzon                          100.000000
Tags_Lost to EINS                                 99.100440
Lead Source_Welingak Website                      50.154764
Tags_Busy                                         44.645408
Tags_Will revert after reading the email          40.812290
Last Activity_SMS Sent                            19.313228
const                                            -13.290008
Tags_Ringing                                     -15.082148
Last Notable Activity_Modified                   -16.837684
Last Notable Activity_Olark Chat Conversation    -17.145625
dtype: float64
```

Tags_Closed by Horizzon , Tags_Lost to EINS, Lead Source_Welingak Website are contributing most towards the probablility of a lead getting converted

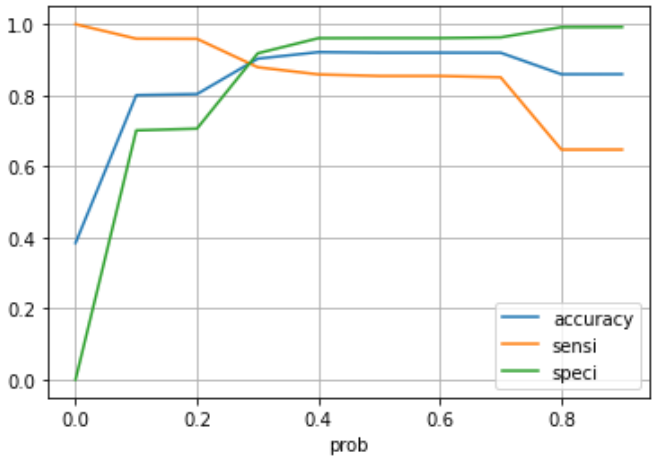
2. What are the top 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion?

Tags_Closed by Horizzon , Tags_Lost to EINS, Lead Source_Welingak Website are contributing most towards the probablility of a lead getting converted

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.

In our Model we have taken cut off threshold as 0.28.
But here in this case, we want to get the leads as much as possible.
So here we have to lower down our cut-off threshold value, so that more additional numbers of probabilities are converted to value 1. So now we have some more counts in our list.

But we know that as the cut off value is lower down; the sensitivity will increase and specificity will decrease. Below is the ROC curve for explanation-



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.

As the company already reaches to its quarterly target, and don't want to make unnecessary calls, **We have to increase the cut-off threshold value, so that the lower probabilities are converted to 0.**Now list will be reduced in numbers and containing the list with high probability of lead conversion.