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

   Answer:
   Following are the top three variables in the model which contribute most towards the probability of a lead getting converted:
   - Total Time Spent on Website
   - What is your current occupation
   - Do Not Email

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:
   Following are the top 3 categorical variables in the model which should be focused the most on in order to increase the probability of lead conversion:
   - What is your current occupation (Working Professionals have a higher conversion rates)
   - Do Not Email (People who opt to receive emails have a higher conversion rates)
   - Last Activity (People who have their last activity as "SMS Sent" have a higher conversion rates)

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:
   When the aim is to call as many people as possible then we should lower the probability cut-off point. The current cut-off is at 0.35, hence for the above situation the cut-off point can be lowered. Another approach could be to start calling prospects with the highest predicted conversion probability first and go down that list as far as required.

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:
When the aim is to minimize the rate of useless phone calls (i.e. have high conversion rates) then we should increase the probability cut-off point. The current cut-off is at 0.35, hence for the above situation the cut-off point can be increased. Another approach could be to start calling prospects with the highest conversion probability first and go down that list one by one as additional calling resources continue to become available.