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

Sol: Top 3 features are   Coeff value

   1. Tag   10.6054
   2. Lead Source   3.5935
   3. Last Notable Activity   2.5453

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?

Features	Coeff
Tags_Lost to EINS	10.6054
Tags_Closed by Horizzon	9.9022
Tags_Will revert after reading the email	7.2919

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.

   Sol: to achieve this they can reduce the Threshold value to a lower number to i.e aslo considering the lead score smaller than 51. so that they can also target the people with low probability of being converted. Allowing expanded team to reach more people out

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.

   Sol: They can consider people with higher lead score(greater than 51) leading to only people that will have a high probability of conversion minimizing the Phone calls.