1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
    a. Lead Profile
    b. Lead Source
    c. What is your current occupation
    d. Lead Origin
    e. Total time spent on website

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?
    a. Lead Profile_Student of SomeSchool
    b. Lead Source_Welingak Website
    c. What is your current occupation_Working Professional
    d. Lead Origin_Lead Add Form

```
Top three significant variables and their coefficients:
Lead Profile_Student of SomeSchool                      4.172470
Lead Source_Welingak Website                            3.131319
What is your current occupation_Working Professional    2.215865
What is your current occupation_Others                  2.069337
Lead Origin_Lead Add Form                               1.999422
Last Activity_Had a Phone Conversation                  1.551287
Country_Others                                          1.432959
Last Notable Activity_Modified                          1.323729
Name: Coefficient, dtype: float64
```

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.
    a. They should adjust the cutoff probability score to maximize recall
    b. Then they should prioritize leads basis the score and start calling the potential leads

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.
    a. They should adjust the cutoff probability score to maximize precision
    b. This will make sure there are very less false positive and we are only calling people who are likely to convert.