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

Top 3 variables in model which contribute towards lead conversion are:

* Total Time Spent on Website
* Tags\_Will revert after reading the email
* Lead Origin\_Lead Add Form

1. 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?

Top 3 variables in my model, that should be focused are:

* Last Activity\_SMS Sent (positively impacting)
* Last Activity\_Olark Chat Conversation (negatively impacting)
* Lead Source\_Olark Chat (negatively impacting)

1. 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.

Strategy:

* We can generate this new set of leads by changing the value of cut off as 0.1 so as to include more leads as the hot leads from our Logistic Regression Model.
* We can utilizing resources and improving chance of converting a lead whose lead conversion probability might be low as well.

1. 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.

Strategy:

* To focus on higher conversion probable leads
* We can generate this new set of leads by changing the high value of cut off as 0.9 to discard lower conversion rate probable leads