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

   A:

	coef
const	-0.8958
Do Not Email	-1.3639
Total Time Spent on Website	1.1213
Lead Origin_Lead Add Form	3.9107
Lead Origin_Lead Import	1.3961
What is your current occupation_Unemployed	-0.4107
What is your current occupation_Working Professional	2.3205
Last Activity_Converted to Lead	-1.1256
Last Activity_Email Bounced	-0.9049
Last Activity_Had a Phone Conversation	3.0742
Last Activity_Olark Chat Conversation	-1.4173
Lead Source_Olark Chat	1.1569
Lead Source_Welingak Website	1.8619
Last Notable Activity_Modified	-0.2299
Last Notable Activity_SMS Sent	1.5231
Last Notable Activity_Unreachable	1.7727

   Top 3 variables are
   a) Lead Origin_Lead Add Form
   b) Last Activity_Had a Phone Conversation
   c) What is your current occupation_Working Professional

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: Coincidently, top 3 categorical/dummy variables are same as top 3 variables
   a) Lead Origin_Lead Add Form
   b) Last Activity_Had a Phone Conversation
   c) What is your current occupation_Working Professional

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: In order to make the sales aggressive, the company may contact all the leads which have a conversion probability (value = 1) under a cut off 0.3

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: In order to minimize the rate of useless phone calls, the company may contact all the leads which have a conversion probability. Maybe just call those who have the probability of more than 70% of getting converted based on the model (currently we are saying that anyone who has a probability of 36% or more will be converted). However, the issue here would be that, we may miss out on those leads that are actually converted but then the model wrongly predicted them as not converted. Bur because the target of the quarter is already reached, this should not be the problem