1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
   1. Lead Source\_Welingak Website
   2. Lead Source\_Reference
   3. Last Activity\_SMS Sent
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?
3. Lead Source\_Welingak Website 4.716080
4. Lead Source\_Reference 3.005189
5. Last Activity\_SMS Sent 2.628775
6. 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.

They should focus on the following:

* + 1. The company should make calls to the leads coming from the lead sources "Welingak Websites" and "Reference" as these are more likely to get converted.
    2. The company should make calls to the leads whose last activity was SMS Sent or Email Opened as they are more likely to get converted.
    3. The company should make calls to the leads who spent "more time on the websites" as these are more likely to get converted.
    4. The company should make calls to the leads who clicked the email link as they are not likely to get converted.
    5. The company should not make calls to the leads whose Specialization was "International Business" or "Finance Management" as they are not likely to get converted.
    6. The company should not make calls to the leads whose lead origin is "Landing Page Submission" as they are not likely to get converted.

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.

Company can focus on tuning the ML algorithm to increase the accruacy of finding the hot leads.