

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
 - 'Total time spent on website', 'Lead Source_Reference' and 'Last notable activity_sms' are the 3 important variables in our model.
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?
 - 'Lead Source_Reference', 'Last notable activity_sms' and 'Lead Source_Welingak Website' are the dummy variable that should be focused to increase the probability of lead conversion.
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.
 - During the time when there are interns available and the capacity of the company to target leads goes up, the company should target all the people with a score of 30 and above. We estimate that the company will be able to target around 90% of the hot leads in their funnel. But the precision drop to 65%.
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.
 - At this time the company should target people with score above 80. Then there is around 90% chance of those people converting.