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

Ans: Top three variables are Total Time Spent on Website, Lead Origin and Lead Source

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?

Ans: Top 3 categorical variables are Lead Origin ,Lead Source and do not email

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.

Ans: As we would have more resources to make the calls, we could reduce our probability cutoff which would increase the leads and our interns could work on them. In our final model, we have a probability cutoff of 30%, the lower we make it the more will be the leads. Hence, we could convert as many leads as possible.

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.

Ans: As we have hit our targets and have little time to spend on calls, we need to reduce the calls with higher chances of converting. So in our final model we need to increase the cutoff from 30% to higher value, which will lead to lesser calls but with higher chances of conversion.