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

   Sol: Lead Origin_Lead Add Form, Last Notable Activity_SMS Sent and Total Time Spent on Website are three top variables in my modelwhich contributes most towards the probability of a lead getting converted.

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?**

   Sol: Lead Origin_Lead Add Form, Last Notable Activity_SMS Sent and Lead Origin_Landing Page Submission should be focused the most on in order 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.**

   Sol: They have to target people in groups. There should be different strategies for the people in different groups. As we have set cutoff as 38 on the Lead score. So, we can pitch different points to the group say, 38 – 60 and a different pitch for people in group 60 – 80 and for 80 – 100.

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.**

   Sol: Here we can increase the cutoff to a particular number so that no extra calls are made. It means we have to maintain the accuracy too in this case.