1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
   Ans: The top 3 variables are total time spent on website (coeff 4.2), lead origin (coeff 0.41) and and lead source (coeff 0.16) that contribute positively towards lead conversion.

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: The top 3 categorical variables that contribute towards increasing lead conversion are lead origin, lead quality and last activity.

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: They can consider lowering probability cut off the model which will help in increasing the recall. Meaning they will minimize leaving out any potential converts.

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: In this case they can consider increasing probability cut off for the model. This will increase the precision meaning they will minimize the chances of a failure of conversion once they get a lead so they can release bandwidth for other work in the company.