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

   Answer:

   Based on the model and business importance following variables are important:
   - **Lead Origin_Lead Add Form**
   - **What is your current occupation_Working Professional**
   - **Lead Source_Welingak Website**

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?

   Answer:

   Categorical variables which should be given more focus are:
   - Lead Origin
   - Lead Source
   - 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.

   Answer:

   We can keep the optimal cut-off for the model to be on the lower side so that maximum number of leads are categorized as hot leads and they can make more phone calls. We can keep cut-off as 0.1 or even less to get more hot leads.

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.

   Answer:

   We can keep the optimal cut-off for the model to be on higher side so that less leads are categorized as hot leads and they have to call to less people. We can keep cut-off as 0.8 or 0.9 so that we get less number of hot leads.