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

   Solution:

   These are the top three characteristics that most influence the likelihood that a lead will be converted, based on the coefficient values from the screeshot below:
   a) Total Time Spent on Website
   b) Lead Add Form
   c) Had a Phone Conversation

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?**

   Solution:

   Once more, the top three category/dummy factors that need to be prioritised the most to raise the likelihood of lead conversion are as follows, based on the coefficient values
   a) on above:Lead Add Form
   b) Had a Phone Conversation
   c) Working Professional

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.**

   Solution:

   The final forecast is computed using an ideal cut off value of 0.37.
   The business may get in touch with every lead that has a conversion probability (value = 1) below a cut off 0.3 in order to increase sales aggressively.

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.**

Solution:

The organization may get in touch with any lead that has a conversion probability under column 0.7 in an effort to reduce the number of pointless phone calls. On the other hand, there is a chance that we will overlook leads that do convert but were incorrectly flagged by the model as non-converting. Since the goal has already been reached, there shouldn't be any significant reason to be concerned.