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

   Answer: The three variables which contribute most towards the probability of a lead conversion in decreasing order of impact are:
   - 'TotalVisits'
   - 'Total Time Spent on Website'
   - 'Page Views Per Visit'
   which contribute 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?

   Top 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion
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   which contribute most towards the probability of a lead getting converted.

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.

   Here, the concept of sensitivity is required. $Sensitivity = True\ Positives/(True\ Positives + False\ Negatives)$ With respect to our model, sensitivity can be defined as the number of actual conversions predicted correctly out of total number of actual conversions. Different values of sensitivity can be achieved for the model by changing the cutoff threshold for probability of lead conversion.

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.
   The approach to answer this question is similar to the last one. Here, the concept of specificity is required. $Specificity = True\ Negatives/(True\ Negatives + False\ Positives)$ With respect to our model, specificity can be defined as the number of actual nonconversions predicted correctly out of total number of actual non-conversions.