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

The top three variables which contributes most towards the probability of a lead getting converted are:

* Lead Origin\_Lead Add form
* What is your current occupation\_Working Professional
* Last Notable Activity\_SMS Sent

1. 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?

The top 3 categorical variables which should be focused the most in order to increase the probability of lead conversion are:

* Lead Origin
* Lead Activity
* What is your current occupation

Because these 3 categorical variables contributes significantly to the final model.

1. 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.

1. 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.

During this time if the company doesn’t want to put much efforts in making calls means the company can increase the cut-off to 90-95%. With this probability/score we reduce unnecessary calls and increases the chance of conversion. Thus sales team has fewer calls to make at extremely necessary condition.