1. **Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?**
   * During the investigation we found that following 3 variables have the most(magnitude wise) positive effect on the outcome
     1. Last Activity\_Email Bounced
     2. Last Activity\_Converted to Lead
     3. Total Time Spent on Website
   * Note that these are ordered on the bases of themagnitude of the effect, increasing or decreasing them will more effect that other variables.
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?**
   1. Tags\_Closed by Horizzon
   2. Tags\_Lost to EINS
   3. Tags\_Lost to EINS
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.**
   1. Since the we can accept more false positives we can lower the cutoff for the model
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.**
   1. Since we cannot tolerate false positives we should increase the cutoff