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

    a. Total Time Spent on Website
    b. Last Activity_SMS Sent
    c. TotalVisit

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?
    a. Last Activity_SMS Sent
    b. Last Activity_Olark Chat Conversation
    c. Lead Source_Olark Chat

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.

    a. To concentrate on a larger lead audience
    b. Technically speaking, we may produce this new set of leads by modifying (moving down) the value of the cut off to include more leads as the hot leads from our Logistic Regression 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.

    a. To concentrate on a small group of lead audience (discarding lower conversion probable leads)
    b. Technically speaking, we may get this new group of leads by changing (pushing up) the value of cut off in order to eliminate lower conversion rate plausible leads from our Logistic Regression Model.