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

   Ans: From the below image

	coef	std err	z	P>|z|	[0.025	0.975]
const	-1.2434	0.085	-14.638	0.000	-1.410	-1.077
Do Not Email	-0.9643	0.218	-4.415	0.000	-1.392	-0.536
Total Time Spent on Website	0.7926	0.049	16.104	0.000	0.696	0.889
Lead Origin_others	2.1849	0.226	9.654	0.000	1.741	2.628
Last Activity_sms sent	2.2037	0.109	20.233	0.000	1.990	2.417
Specialization_travel and tourism	-1.1646	0.390	-2.989	0.003	-1.928	-0.401
What matters most to you in choosing a course_not given	-0.8361	0.112	-7.486	0.000	-1.055	-0.617
Tags_closed by horizzon	6.9507	1.014	6.858	0.000	4.964	8.937
Tags_lost to eins	6.4053	0.735	8.720	0.000	4.965	7.845
Tags_ringing	-3.7579	0.234	-16.034	0.000	-4.217	-3.299
Tags_switched off	-3.8393	0.527	-7.290	0.000	-4.872	-2.807
Tags_will revert after reading the email	4.2868	0.183	23.469	0.000	3.929	4.645
Last Notable Activity_modified	-1.6657	0.117	-14.281	0.000	-1.894	-1.437

   The three variables in the model which contribute most is
   - Tags
   - Last Activity
   - Lead Origin

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?

   Ans: 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 are below:
   - Tags_closed by horizzon
   - Tags_lost to eins
   - Tags_will revert after reading the emai

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.

   Ans: To convert the potential leads, below points need to consider.

- Focus more on the ‘Total Time Spent on Website’ and chances are more to get the lead can be converted as Hot leads
- Focus more on ‘sms sent’ for last noticeable activity the change is more to get more Hot leads converted.
- The end users who fills the forms is potential leads
- If the lead source is referral the end users are potential leads
- Tags (i.e. Tags_will revert after reading the email & Tags_closed by horizzon) is very important factors to get Hot lead converted
- Target the user with sending email as well as making the calls.
- Model cutoff probability threshold need to consider as .3

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.

   Ans: To continue the potential leads without calling, below points need to consider.
   - Sent email to the potential hot lead end user predicated by ML model with the cutoff probability threshold need to consider as .3
   - As well as we can change the cuttoff value to higher side to get more focused end users.
   - As our model is providing very high accuracy 90%+ the potential Hot lead is already filtered.
   - To save the time focus more towards the Hot leads and having very high lead score from the ML models. So the lead score above 85% i.e. most likely the chance is very high to get lead converted into Hot Lead.