

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
 - By analysing the statistics of final model and looking into the p-values, 'Do not email', 'Total time spent on website' and 'What is your current occupation' having least p-value are the top variables that 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 dummy variables that should be focused more are - Lead Origin(Lead Add Form), Last Notable Activity(SMS Sent), What is your current occupation(Working Professional).
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.
 - To make phone calls to all the potential leads, means the sensitivity(ratio of actual number of converted predicted accurately and total number of actual conversion) of the model should be high. By analysing the sensitivity at various lead scores, it was maximum at 20. So they should make phone calls to all the leads having lead score greater than 20.
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.
 - To minimize the rate of phone calls they should call only the hot leads having higher probability of conversion. So they should make phone call to all the leads having lead score greater than 80. It will make sure 90% percent lead conversion rate.