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

- 1.Lead Origin_Lead add form.
  2.Lead Source_Welingak website.
  3.Tags_Will revert after reading email.

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.Lead Origin_Lead add form.
  2.Lead Source_Welingak website.
  3.Tags_Will revert after reading email.

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.

- Good stratergy to approach this problem would be to focus on sensitivity metric.
  It is given by TP/(TP+FN).it can be define as the number of actual conversions predicted correctly out of total number of actual conversions.

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 approach this problem the better strategy would be to focus on specificity metric.it is given by TN/(TN+FP) .specificity can be define as ratio of total number of actual non conversion correctly predicted to the total number of actual non conversions.