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

Answer: The top three variables in our model which contribute most towards the probability of a lead getting converted, are

* Lead Source\_Welingak Website
* Tags\_Closed by Horizzon
* Tags\_Lost to EINS

1. 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?

Answer: 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

* Lead Source\_Welingak Website
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1. 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.

Answer: The strategy should be:

* Focus on wider set of lead audience (inclusion of slightly lower conversion probable leads)
* Technically, we can generate this new set of leads by altering (moving down) the value of cut off so as to include more leads as the hot leads from our Logistic Regression Model
* Doing so, we will be better utilizing resources and improving chance of converting a lead whose lead conversion probability might be low as well.
* They spend a lot of time in the website and this can be done by making the website interesting and thus bringing them back to the site.

1. 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.

Answer: Strategy for this case can be,

* Should be focus more on other methods like automated emails and SMS. This way calling won't be required unless it is an emergency.
* And this method can be applying for those customer which have high chance of buying the course.