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

   The top three variables in my model which contribute the most towards the probability of a lead getting converted, are as follows:
   (I) Total Time Spent on Website
   (II) Last Activity_SMS Sent
   (III) Total Visits

2. What are the top 3 categorical/dummy variables in the model which should be focused the most on to increase the probability of lead conversion?

   The top three categorical variables in the model which should be focused on the most, are as follows:
   (I) Last Activity_SMS Sent (positively impacting)
   (II) Last Activity_Olark Chat Conversation (negatively impacting)
   (III) Lead Source_Olark Chat (negatively impacting)

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 many of such people as possible. Suggest a good strategy they should employ at this stage.

   A beneficial approach would be:

- To broaden our target audience, including those with slightly lower conversion probabilities.
- This can be achieved by adjusting the cutoff value to encompass more leads identified as hot by our Logistic Regression Model.
- By adopting this strategy, we can optimize resource utilization and enhance the likelihood of converting leads with lower probabilities of conversion.

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 aims 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.

   An effective approach would be:
   - To involve concentrating on a specific group of potential customers while disregarding those with lower conversion probabilities.
   - This can be achieved technically by adjusting the cutoff value in our Logistic Regression Model to eliminate leads with lower conversion rates.
     By implementing this adjustment, we can achieve satisfactory conversions with minimal effort.
