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

Ans: The top three variable that contribute most towardds the probability of lead conversion are:
   1. Last Notable Activity_Had a Phone Conversation
   2. Lead Origin_Lead Add Form
   3. What is you current occupation_Working Professional

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: Top 3 variables to focus in order to increase the lead conversion probability are:
   1. Last Notable Activity
   2. Lead Origin
   3. What is your current occupation

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: Since our model generates a lead score, X education can prioritize calls based on it and reduce the threshold for making calls. i.e., instead of calling only leads with a lead score of above 35, they can call leads with lead scores above 15 or 20 depending on their requirement.

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: On Contrary to the previous question, if the company needs to minimize the calls to potential leads, they can increase the threshold for lead score from 35 to 45,50 or even higher depending on their requirement.