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

A. Top Three variables in the model:
    a. Lead Source_Welingak Website
    b. Lead Source_Reference
    c. What is your 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?

A. Top Three dummy variables that increases the probablity of lead conversion:
    a. Lead Source_Welingak Website
    b. Lead Source_Reference
    c. 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.

A. The optimal cut off from the model is identified as **0.34**. Leads that scored above this are potential leads. Strategy that the company must employ is to make phone calls to people if:
    a. The Lead Source is from Wellingak Website or from a past referral or Olark Chat.
    b. They are working professionals.
    c. The Last Activity is Other_Activity.or an SMS sent.
    d. They have spent significant time on the website.

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.

A. The optimal cut off from the model is **0.34.** In such cases, the company should try to nurture leads that are close to the cutoff. By nurturing, it means that the sales team should not call them but send automated emails in an attempt to engage the customers. If the customer actively interacts with the prompt, then it can be considered as a potential lead to be converted to a customer.