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

   Lead origin, current occupation, last notable activity

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?

   Lead origin, lead source, last activity

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.

   The final prediction is calculated based on an optimal cut off value of 0.37. Hence, in order to make sales aggressive the company should check for all the leads which have a conversion probability (i.e value=1) under cut off 0.3.

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.

   In this circumstance, the company should check for the variables such as who visits the website often, last notable activity and should also do the analysis for different variables to understand the dataset better to make inferences and find potential leads so that sales team only makes calls that are extremely necessary. This way they can make time for the new work and do not end up wasting it on unnecessary calls.