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

   Answer:
   Below are three variable which are contributing most towards probability of a lead getting converted.

Ranking	Top 3 Variables	Coefficient	P value
1	Tags_Closed by Horizzon	7.69	0.00
2	Tags_Lost to EINS	6.78	0.00
3	Lead Source_Welingak Website	5.97	0.00

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?

   Answer:
   Below are the categorical/dummy variables in the model which should be focused the most on to increase the probability of lead conversion.

Ranking	Top 3 Categorical Variables	Coefficient	P value
1	Tags_Closed by Horizzon	7.69	0.00
2	Tags_Lost to EINS	6.78	0.00
3	Lead Source_Welingak Website	5.97	0.00

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.

   Answer:
   If company's strategy is to become more aggressive and want to have more calls as much possible, then in this case our cut-off target of Lead Score which we used in our model as 0.3 can be shifted to little bit on left side around 0.25 or 0.2, so more lead will be predicted as positive and company gets more number of lead to whom they can call and try to convince them and by that they may increase their conversion rate.

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.

Answer:

Here, in this case company's strategy should be to call the leads which has high probability of conversion and not the leads which have less probability.

So, in this case model can be tuned in way that only high probability of conversion leads considers as a positive not the low probable ones. To do this, we can tune our cut-off little bit on right side like from 0.3 to 0.4 or 0.5 or may be more, so in this case model will predict leads which has higher probability of conversion, and this was company can save their time and avoid calling less probability leads.