1. The top three variables that contribute the most towards lead getting converted are:
   a) Lead Origin
   b) Total time spent on Website
   c) What is your current Occupation.

2. Top 3 dummy variables to focus are
   a) Lead Origin_Lead Add Form
   b) What is your current occupation_Working Professional
   c) Last Activity_SMS sent

3. Since a lot of calls are to be made the first suggestion would be to change the cut off point for converted predictions. The sensitivity, specificity and accuracy curves were optimized and cutoff of 3.4 was chosen but reducing the cutoff to 0.2 will increase sensitivity to 91%. So more customers that are targeted can be converted.

4. Since nos of phone calls to be made are less the objective being only to make calls that can be converted the cutoff probability should be raised to 0.8.