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

   Ans:-

   Top 3 variable contributing most towards the probability of lead getting converted are
   1.Lead Source
   2.Last activity.
   3.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?

   Ans:-

   As per the statistics of the model following are the coefficient

Dummy variable	Coefficient
Lead Source_Welingak Website	6.4336
Lead Source_Reference	4.2006
Last Activity_Had a Phone Conversation	2.6804

   This means the variable contributing most to convert the lead is
   1.Lead Source coming from the Welingak Website
   2. Lead source coming from the Reference
   3. Last activity had phone conversation with them.

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:-

   From the ML model Refer to the converted probability We have taken the cut off probability as 0.35 to get more number of lead reduce the probability as 0.2 or 0.1. This way there will be increase in the number of lead and we can try calling all the lead who has probability 0.2 or more.

   Like in the screenshot circle one we have predicted and filnal prob is zero we can attempt to call them to check if they can be converted in the lead or not.

	Converted	Conv_Prob	Conv_ID	Predicted	0.0	0.1	0.2	0.3	0.4	0.5	0.6	0.7	0.8	0.9	final_predicted
0	0	0.208428	433	0	1	1	1	0	0	0	0	0	0	0	0
1	1	0.862163	3132	1	1	1	1	1	1	1	1	1	1	0	1
2	1	0.279103	8475	0	1	1	1	0	0	0	0	0	0	0	0
3	0	0.078953	6068	0	1	0	0	0	0	0	0	0	0	0	0
4	0	0.032016	7581	0	1	0	0	0	0	0	0	0	0	0	0

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:- If Company reaches to the final target and they want make less number of the call then refer to the lead score of the start making call according to the highest lead score. So At first stage target all the lead who has lead score greater than 90, then if have time target the lead having lead score between 80 to 90 and so on in decreasing lead score order rather than randomly making unnecessary calls.

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	Conv_prob	Final_prediction	LeadScore
2164	0.048838	0	4.88
5208	0.802700	1	80.27
3513	0.324843	0	32.48
5894	0.279103	0	27.91
2284	0.162114	0	16.21
399	0.279103	0	27.91
5774	0.424172	1	42.42
0	0.154571	0	15.46
6799	0.722925	1	72.29
8128	0.607201	1	60.72