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

   Ans: Lead Origin, Occupation, Lead Source

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: Lead Origin_Lead Add Form, Occupation_Working Professional and Last Activity_SMS Sent are the top three contributors in making the model stable.

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: Using the model Built predict using a lower threshold value less than 0.35 (in our case) and more than maybe 0.25 to filter the leads so we have larger number of leads

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: In order to get the maximum conversion rate increasing the threshold to more than 0.35. For example, 0.4 to get a better lead with higher chance of conversion at the expense of lower count of leads.