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

   The top 3 variables from the model are:
   - *Total visits*
   - *Total time spent on website*
   - *Lead Origin_Lead Add Form (dummy variable from the column Lead Origin)*

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?

   The top 3 categorical variables are the dummy variables from the lead origin column:
   - *Lead Origin_Lead Add Form*
   - *Lead Origin_Lead Import*
   - *Lead Source_Olark Chat*

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.

   In this scenario the company can decrease the cutoff value used to make the predictions. This will result in more leads being predicted as 1

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.

   By increasing the cutoff value, the company can ensure only those leads with a very high probability of converting are identified. They can then focus their resources on contacting only these leads