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

   Answer:

   Below are the top features as per the model :

   What is your current occupation

    Lead Origin

   Last 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?**

   What is your current occupation_Housewife
   Lead Origin_Lead Add Form
   Last Activity_Had a Phone Conversation

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.**

   Lead Source_Welingak Website and Lead Source_Olark Chat seems like potential lead features in lead selection .

   Also we can focus more on the people who spend is more 'Total Time Spent on Website'

   Last Activity_Had a Phone Conversation' and 'Last Activity_Olark Chat Conversation' also seems to be go feature to focus on .

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.