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

Ans: Total Time Spent on Website, Lead Origin_Lead Add Form, occupation_Working Professional, Last Activity_SMS Sent are the variables which helps in probability of a lead getting converted.

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, Lead Source_Welingak Website, Last Activity_SMS Sent based on coefficient factors these are dummy variables created and these to be foused based on in order to increase the probability of lead conversion.

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: Based on the final predicted from train model, the cutoff threshold is at 0.3, for interns make use of data where actual cutoff is 0.3 , make use of data less than 0.3 and there are predictions of values 1 , which can be used for potential conversion.

	Converted	Converted_prob	Prospect 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	0.260816	1871	0	1	1	1	0	0	0	0	0	0	0	0
1	0	0.202094	6795	0	1	1	1	0	0	0	0	0	0	0	0
2	0	0.304115	3516	0	1	1	1	1	0	0	0	0	0	0	1
3	0	0.785289	8105	1	1	1	1	1	1	1	1	1	0	0	1
4	0	0.122159	3934	0	1	1	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: Based on predictions there might be data with small probability where the lead may be converted and probability is more then 0.3 as per cutoff, where lead conversion shows 1 for that probability but data doesn't show in final predicted, less focus is better and just a reminder by messages or email will be better other than calls.