1. The top three variables in My model which contribute most towards the probability of a lead getting converted Lead source,Specialization,Digital advertisement
2. 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 are Lead

Origin,Lead source ,Last Notable activity

1. a good strategy they should employ at this stage.to converts the lead is give

proper information to the intern about the customer teach the each specific detail about convertion after getting model suumary and vif the company should focus on reliable variable to approach the customer

1. The stretergy of not to make a phone cal is emailing and sms the customer to reach them out also providing the digital adverstisment