1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
   Ans: The top three variables in my model, that contribute towards lead conversion are:

   a. Receive More Updates about Our Courses
   b. Specialization
   c. Total Time Spent on Website

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: a. A free copy of Mastering The Interview
   b. Do Not Email
   c. Lead Origin

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.

   Answer : They could launch an attractive add which would have all the information about the internship and explain properly , how much would it help them for their future . if the internship is paid, this would also attract the potential 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.

   Answer : They could look up for a better, new project that would enhance and motivate each individual in their self-learning process and basically the new project should be more for the company's growth which would lead to less use of phone calls.