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

Ans:-   The three variable in my analysis are the below:
- **Time spent on website through various engines**
- **Total Visits**
- **Approaching modes with Google**

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:-   The top 3 categorical/dummy variables in the model are mentioned below:
- **Approaching Modes with Google**
- **Activity with SMS**
- **Activities with other**

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:-
- **Phone calls must be done if they spent the time on the websites and this can be done by making the website interesting.**
- **If they visiting the website very often.**
- **If they are working professions/ if they are unemployed.**

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:-   The final conclusion on analysis is they must be getting info to contact in their convenient time, knowing their area of interest and why, giving the current market situation why to choose and how the company will educate them.