1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
    - The top three variables in our model which contribute to the probability of lead conversion are:
        1.Tags (Lost to EINS (coefficient 6.3616)
        2. Lead Source with Welingak Website (coefficient 3.7183)
        3. Current occupation with 'Not mentioned'(-2.0720)

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?
    - Tags_Lost to EINS (coefficient 6.3616)
      Tags_switched off (coefficient -5.7080)
      Tags_Closed by Horizzon (coefficient 5.5389)

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.

    - The best strategy to deploy would be to use the model and give a lead score for every lead. Once the leads are scored the sales team will focus on leads with scores above 30 to ensure higher lead conversion.

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.
    - Using this model, the company can automate the process of identifying leads with higher chances of buying their courses, post that send mails to leads with lead score above 30. They can send out automated SMS and chat bots on their website. So that way direct phone calling can be avoided unless an emergency.