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

   What is your current occupation
   How did you hear about X Education
   Lead Source

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?
   Answer-
   occupation__Working Professional
   Education_SMSSent
   Source__Welingak Website

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-
   Team should focus more on working professionals as this is practical based education so working professional more will show interest in this.
   For converted lead, More should focus on lead source as from where more data is coming so source from welingak website having more traffic, should focus on data coming from this site.
   Should follow to leads where SMS has sent
   Follow for more where team has sent the email and need to follow up them soonly.

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.
   - Which are having Lead Profile as student, should not focus on them as they are less chance to convert them
   - Those are interested in other course, should not focus
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