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

Ans - Top three variables in your model which contribute most towards the probability of a lead getting converted are as follows: -

a] Total Time Spend on website
b] Lead Source_Reference
c] Lead Source_Social Media

2. **What are the top 3 categorical/dummy variables in the model which shouldbe focused the most on in order to increase the probability of lead conversion?**

Ans - Top 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversionare as follows: -

a] Lead Source_Social Media
b] Lead Source_Olark Chart
c] Lead Source_Google

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- a. They are seen returning to the website often and invest a great dealof energy in the website and this should be possible by making the website fascinating and hence taking them back to the site.

b. Target leads that have come through References as they have a higher likelihood of converting.

c. Student can approach to the course but probability to be converted would be less due to course being industry based, but on other side when the student completes their education they will be industry readiness.

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 minimise the rate of useless phone calls. Suggest a strategy they should employ at this stage.**

Ans- Company should not focus on unemployed leads. To get accurate target lead we have to get high cutoff value so that sensitivity will get low and specificity will get high and we will get the lead who have maximum probability to get convert. So by this approach we can target the required leads.