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

   - Lead Source
   - Last Activity
   - 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?**

   - Lead Source_Welingak Website
   - Lead Source_Reference
   - Last Activity_Had a Phone Conversation

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.**

A. We have to focus more on some variables so that all the potential leads are converted
   - Lead Source_Welingak Website
   - Lead Source_Reference
   - Last Activity_Had a Phone Conversation
   - Total Time Spent on Website
   - Lead Source_Olark Chat

- Last Activity_SMS Sent

And keep less focus on variables given below as our main goal is to make most of the customers converted:

- Do Not Email_Yes
- What is your current occupation_Student
- What is your current occupation_Unemployed
- Last Notable Activity_Modified

We can also contact customers whose lead score is greater than 50 .

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.

A. If the company wants to minimize the rate of useless phone calls then they can concentrate on customers who has a lead score greater than 80. As we know that higher the lead Score higher is the chance of customers getting converted . So, the sales team will be left with spare time to concentrate on other work.