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

Ans:- Top Three Variables which contributes most in our model are:
   a. *"What is your Current Occupation"*
   b. *"TotalVisits"*
   c. *"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?

Ans:- the top 3 categorical/dummy variables in the model are :
   a. *"What is your current occupation_housewife"*
   b. *"What is your current occupation_Working professional"*
   c. *"Last Notable 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.

Ans:- To make the lead conversion more aggressive the X Education has to target the candidates which was marked by model false "churn". Because the model has prediction the potential/ probabilities of Churn. So by making Phone call to those candidates will increase the 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.

Ans:- In this condition they need to focus more on other methods like SMS or automated e-mails. This way calling won't be required unless it is an emergency. The above strategy can be used but with those customers that have a very high chance of buying the course.