1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
   Ans: the top three variables are
      1. **Do not Email**
      2. **Total Time spent on Website**
      3. **LeadOrigin**

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: Top three categorical/dummy variables in the model are-
      1.LeadOrigin_Lead Add Form
      2.LeadSource_Facebook
      3.LastActivity_SmS Sent

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: In the model, we have the option to adjust the threshold to a more aggressive level. Instead of using an 80% probability threshold, we can increase it to 90% or higher. This adjustment will result in a more precise model and reduce the occurrence of false positives.

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: As employees are occupied, it's impractical for them to concentrate on leads from all variables. Instead, we can rely on a model based on the top 3 variables mentioned in question number 1, as these variables significantly drive the accuracy of the model.