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 –
   Total Time Spent on Website
   Lead Origin_lead add form
   What is your current occupation_working professional

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 are –
   Lead Origin_lead add form
   What is your current occupation_working professional
   Last Activity_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 – Phone calls can be done to -
   - working professionals
   - professionals who spend a lot of time on the website hence making the website interesting will bring them back to the site.
   - Who frequently visit the website
   - who are also active on the email

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- User can be reached out by SMS/chat /automated emails/advertisements emails who have high chances of buying the course.