1. **Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?**
   Ans1). The top three variables in your model which contribute most towards the probability of a lead getting converted
   a) Total Time Spent on Website- If the lead spent most on time they will get to know more benefits about the course and it can help to get lead converted
   b) What is your current occupation_Working Professional- Professional occupation has the highest chance of lead conversion
   c) Last Notable Activity_Had a Phone Conversation- Phone conversion has the highest chance of lead conversion

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?**
   Ans2). The top three variables in your model which contribute most towards the probability of a lead getting converted
   A) Total Time Spent on Website- If the lead spent most on time they will get to know more benefits about the course and it can help to get lead converted
   B) What is your current occupation_Working Professional- Professional occupation has the highest chance of lead conversion
   C) Last Notable Activity_Had a Phone Conversation- Phone conversion has the highest chance of lead conversion

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.**
   Ans3). The company has two months in hands and has also dedicated 10 interns for this works so they must focus those who have low probability of the conversion like unemployed if you tell them about the course and benefits so they can be converted into lead.

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. Ans4). During this time, the company wants to focus those who have highest percentage chance of getting converted. They should void useless call and focus on those area who can help them to achieve there target.