1. **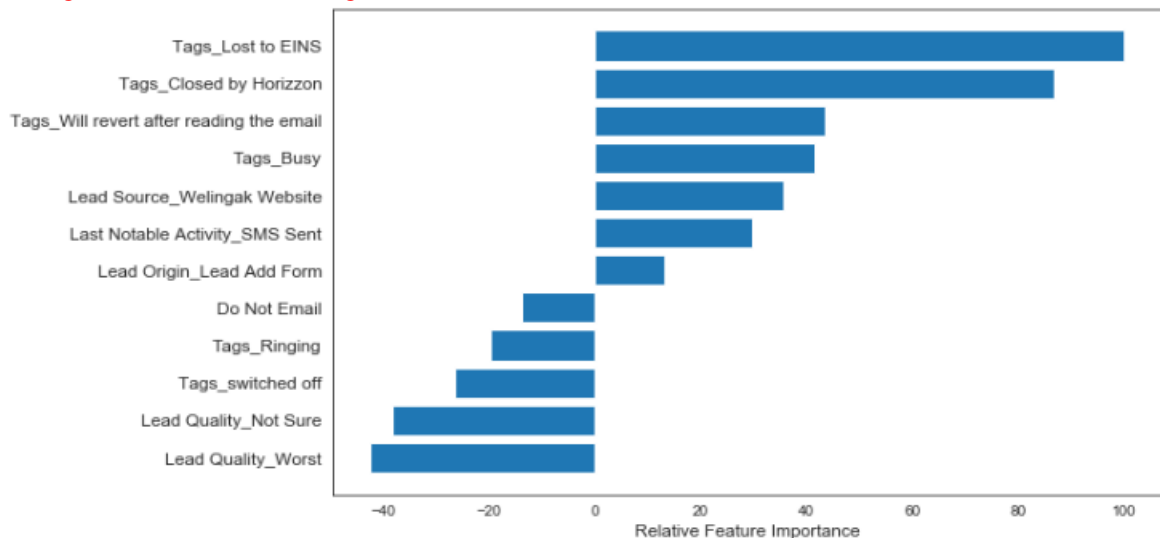Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?**
   From the Feature Importance graph below, three most important features towards the probability of a lead getting converted are:
   - Tags_Lost to EINS,
   - Tags_Closed by Horizzon,
   - Tags_Will revert after reading the email.

   All these features are dummy features created from the categorical variable Tags and contribute positively towards the probability of a 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?**
   The answer is similar to the above as all three are categorical dummy variables.

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.**
   In case of having many manpower with some plenty of time, it is proposed to focus on maximizing sensitivity as a high sensitivity will imply that the model is more likely to predict leads to convert, regarding some mis-categorization of non-conversions to conversions which may not really a concern in case of having much man power.
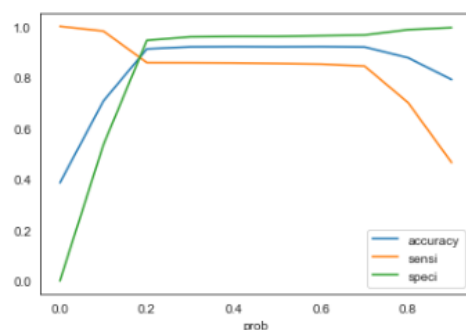
Another direction is to check on demographics of account from variables showing high correlation to the target variable such as Total Time Spent on Website.
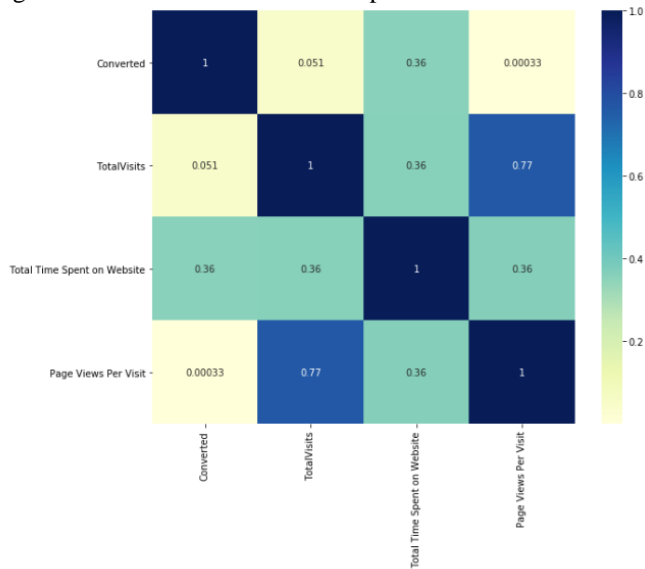
4. **Similarly, at times, the company reaches its target for a quarter before the deadline. During this time, the company wants the sales team to focus on some new work as well. So during this time, the company's aim is to not make phone calls unless it's extremely necessary, i.e. they want to minimize the rate of useless phone calls. Suggest a strategy they should employ at this stage.**

   This is in contrast to the above situation in which the company is not hungry for more calls. In this case, it is recommended to go for high specificity as the model will precisely predict leads who are not likely to convert. By doing this, it will ensure that the phone calls are only made to customers who have a high chance of conversion.