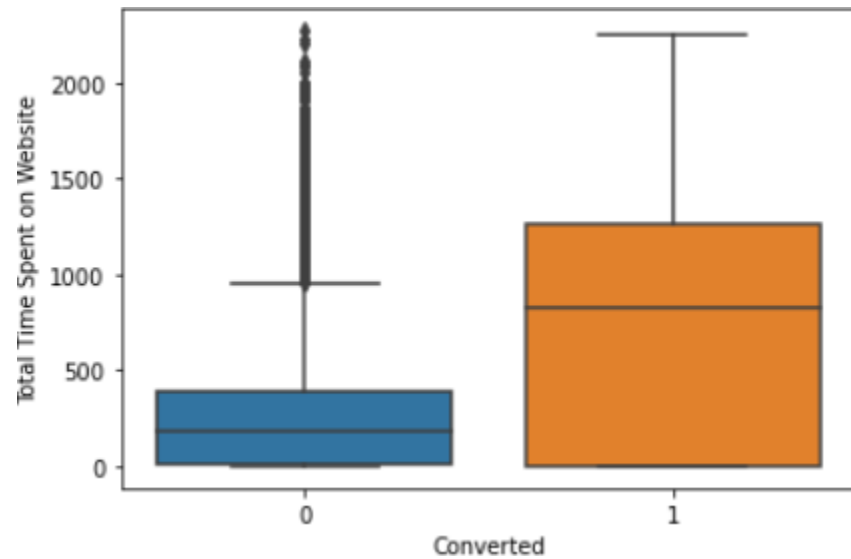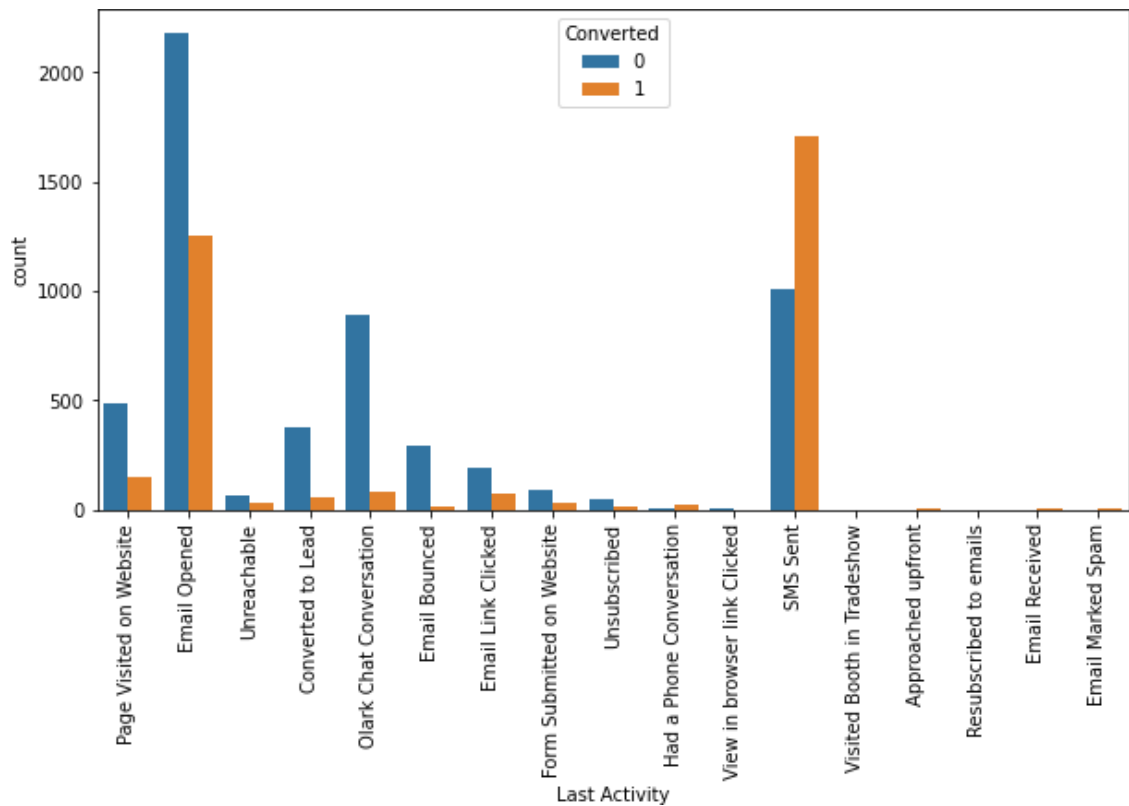**Oues 1**:*Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?*

  Ans:-
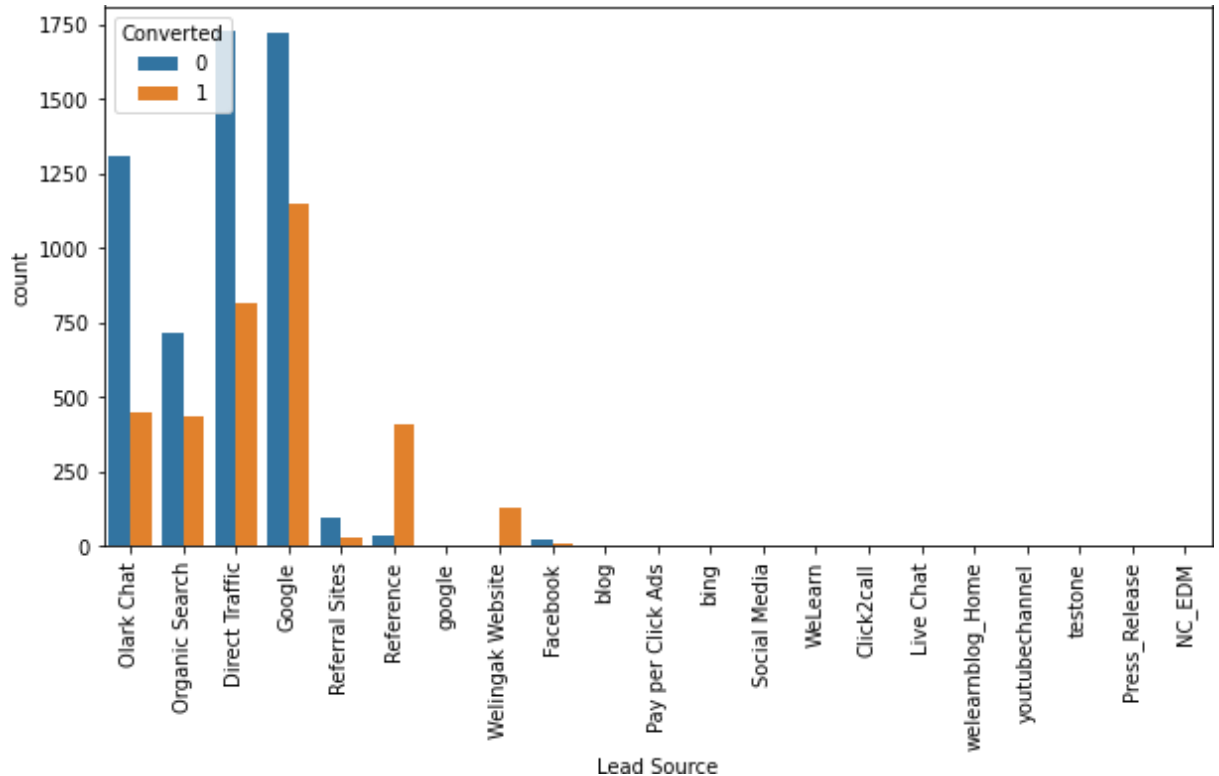- Variable 1= **Total Time Spent on Website**

- Variable 2 = **Last Activity**

- Variable 3: **Lead Scource**

-

Oues 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.

1. **Lead Source Welingak Website**   With constant value 3.4147

1. **Tags Closed by Horizzon**   With constant value 7.9914

3. **Tags Lost to EINS**   with constant value 9.2178

Oues 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. Strategy for this might be to call who has the lead source as **Google** and also **Sent sms** and one more thing will be **Total time spend on the website is high** So call that type of person ,So they are more likely to be converted.

Oues4 :*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 I think the same strategy will we apply again "*Strategy for this might be to call who has the lead source as **Google** and also **Sent sms** and one more thing will be **Total time spend on the website is high** So call that type of person ,So they are more likely to be converted.*"