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

   ANS : "Lead Source_Welingak Website", "Lead Source_Reference" and "What is your current occupation_Housewife" are the top three variables in the model which contribute most towards the probability of a lead getting converted.

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 : To improve overall lead conversion rate, focus should be on improving lead conversion of Lead Source_olark chat, and `Last Activity_SMS Sent` and generate more leads from lead source reference and lead source welingak website.

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 : We can make phone calls to the leads that have come through References as they have a higher probability of converting Also leads that spend a lot of time on X-Education site (Total Time Spent on Website) can be called.

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 : Do not call "Students" and "unemployed" leads as they are already studying or they might not have a budget to spend on the course so chances are less for these to convert.
Do not call to the people who chose do not email sent.