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 that contribute most are:
   1. Total Time Spent on Website
   2. What is your current occupation_Working Professional
   3. Lead Origin_Lead Add Form

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/dummy variables in order to increase probability are:
   1. What is your current occupation_Working Professional
   2. Lead Origin_Lead Add Form
   3. Last Activity_Had a Phone Conversation

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 if:
   1. They spend more than average time on website.
   2. They are Working professional.
   3. They are Unemployed.
   4. Their last activity is SMS sent or Olark chat conversation.

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: The company can focus on automated Calls, emails or SMS to people who have been identified as potential leads by the model.