1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
   → Top 3 variables
   - **Do Not email**
   - **Total Time Spent on Website**
   - **LeadOrigin**

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?
   → Top 3 categorical/dummy variables
   - **LeadOrigin_Lead Add Form**
   - **LeadSource_Facebook**
   - **LastActivity_SmS Sent**

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 the Model, we can change the threshold to be more aggressive. So, instead of 80% probability, we can have threshold of 90%+ threshold. This will give us more accurate model and also decrease false positives.

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.

   → Since employees are busy, we cannot have them focus on leads from all the variables. Instead, we can have the model which is derived from top 3 variables as specified in question number 1 which drives the accuracy of the model.