1. **Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?**
   Top three variables that contribute towards the result are:
      a. Tags_Closed by Horizzon
      b. Tags_Will revert after reading the email
      c. Lead Origin_Lead Add Form and Others

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 three categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion are:
      a. Google
      b. Direct Traffic
      c. Olark Chat

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.**
   Phone calls can be made to:
      a. Those who are spending lot of time on website
      b. Those who are repeatedly coming on website
      c. Those having last activity through SMS or Olark Chat

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.**
   In such case they can focus on methods where they can apply automation like emails and SMS. This won't require calling unless necessary urgently.