1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
   Ans: Top three Variables in our model which contributed most are :
   - Total Time Spent on Website: 3.978878
   - Lead Origin_Lead Add Form : 2.690811
   - What is your current occupation_Working Professional : 2.611332

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: Top three categorical/dummy which should be focused more are :
   - Lead Origin_Lead Add Form : 2.690811
     Company should focus more on Add Form under Lead Origin categories
   - What is your current occupation_Working Professional : 2.611332
     Company should target more working professionals. Tailor executive level courses which will attract more working professional.
   - Lead Source_Welingak Website : 2.516484
     Company should focus on more on Welingak Website in terms of advertising, as it presents best conversation rate in Lead Source category

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:
   - To Target more Leads company can also focus on leads which has lower Lead Conversion Score.
   - In the current model we have suggested a cutoff of 0.37 to be considered as potential Conversion.
   - In order to be more aggressive this cutoff can be moved to a lower value.
   - Company can also focus more on categories where LCR is high like referencing, Working professional, traffic from Welingak, etc

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:
   - Similar to the previous problem, we can increase the probability factor to a higher value than 0.37
   - This will ensure that Positive rates are higher.
   - Company should also focus more on the categories which gives a higher LCR like 'Working Professionals', etc and avoid on categories where LCR are low