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

Answer: Variables that contribute most towards the probability are as stated below:
> 1. Lead source
> 2. Total visit
> 3. Total time spent on website

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?**

Answer: Top 3 categorial/dummy variables in the model according to the increasing probability of lead conversion are as below:
> 1. Lead source: Element Google
> 2. Lead source: Element Organic search
> 3. Lead source: Element direct traffic

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.**

Answer: Good strategy that can be employed at this stage are:
> 1. Making phone calls if people have spent lot of time on the website.
> 2. If the website is re-visited.

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.**

Answer: In this stage they can check on making advertising through various channel available so that many of the people can come to know about X education.