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

   Answer: Working Professional(What is your current occupation), Total Time spent on website and Lead Add Form(Lead Origin) are the top three variables which contribute the most towards the probability of a lead conversion.

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: What is your current_occupation(Working Professional and Unemployed), Lead Origin(Leas Add Form) and Tags(Will revert after reading the mail) are the top three categorical variables which contribute the most towards the probability of a lead conversion.

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 many of such people as possible. Suggest a good strategy they should employ at this stage.**

   Answer: X Education should focus more on leads where the current occupation is either working professional/unemployed, lead originates from Lead Add Form, leads who spent a high time on the website as leads having these attributes have the highest probability of getting converted. They should contact all leads where the lead score is more than 90(which can be modified based on the business requirement) as those hot leads have a high chance of conversion. Also, X Education can give out lucrative deals to leads having scores between 80 to 90 which will further improve the lead conversion rate.

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: During this time, the company should make phone calls only when the lead score is more than a cutoff value, say 95. The undesirable effect of this activity is that phone calls are not made to leads which might get converted but have been assigned a low score by our model.