1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
   Answer:
   The top three variables in your model which contribute most towards the probability of a lead getting converted are:
   1. Tags_Lost to EINS
   2. Tags_Closed by Horizzon
   3. Tags_Will revert after reading the email

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:
   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 are:
   1. Tags
   2. Lead Quality
   3. Last notable activity

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:
   Phone calls must be done to people if:
   1.They spend a lot of time in the website
   2.They are seen coming back to the website often
   3.They are working professionals and also they can target leads from Mumbai region
   4.Those who has emails opened as their last activity.

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:
   1.In this case, they need to focus more on automated emails and SMS, so that they can avoid making phone calls unless it's extremely necessary.
   2.They can also use AI Chat Bot software for their websites which can stimulate human like conversations and can make phone calls only under demand.
   The above strategy can be used with the customers that have a very high chance of buying the course.