1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
   Ans: these are.
   1. What is your current Occupation_unemployed
   2. Total Time Spent on Website
   3. Total Visits

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: these are.
   1. Lead Origin with element lead add form.
   2. Last activity with element SMS sent
   3. Lead source with element 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.
   Ans: the analysis tells us that place a call if .
   1. To employed or working professionals.
   2. Coming back to website manier times
   3. The amount of time spent on websites is more.
   4. Activity on chat or SMS

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: We can concentrate on more toward SMA or emails. In this case calling can be avoided