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

Ans: The top 3 variables in our model which contribute most towards the probability of a lead getting converted are below:
- **Total Time Spent on Website**
- **What is your current occupation_working professional**
- **Lead Source_welingak 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?

Ans: 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 below:
- **Lead Origin_lead add form**
- **Last Notable Activity_unreachable**
- **Lead Origin_landing page submission**

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 strategy for phone call should be based on the following:
- **Working professionals**
- **People who spent lot of time on website**
- **Last Activity is through 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: At this time, they can focus on what new can be done apart from what they are doing currently. They can focus on a group discussion and come with ideas of automated emails or SMS to customers where the model predicts a higher lead score. They can also discuss on some marketing strategy to give discounts to certain set of customers who register on a particular day.