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

   The top three variables in the model which are contributing most towards the probability of a lead getting converted are:
      a. Lead Source
      b. Total Time Spent on Website
      c. 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?**

   The top three focused categorical/dummy variables in the model are:-
      a. Lead Source-Welingak Website
      b. Lead Source-Reference
      c. Lead Source-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.**

   For the period of 2 months, when interns are hired, in that period, team should focus on leads which are spending much time on website and are visiting it again and again. These features are important with model perspective and also these features shows leads are interested in the courses, hence are spending more time and visiting multiple times.

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.**

   When the company has reached it targets before the deadline, at that time sales team should either focus on leads which are having very high score, as these might get converted without calling. Also during these periods, team should focus on some analysis regarding the categories which are not converting in hot leads, as this might lead us to some problem, and it might be helpful in increasing targets next time.