1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
    a. Total Time spent on the website
    b. Lead Origin Lead Ad form
    c. Lead Source Olark Chat

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?
    a. Lead Origin Lead Ad form
    b. Lead Source Olark Chat
    c. Specialization Finance Management

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:** As per the model we have identified the important features and based on the ones which have been predicted as 1 look at the data more focused towards
    Source being Referral site or Ad_Form or Olark chat, with leads coming from India have higher possibility of conversions hence these can be focused
    Additionally we note that working professionals are more likely to converts
    Out to these finance management specialization people are taking maximum courses.

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**: The sales team can focus on leads with maximum visits on websites as it is the strongest predictor combining with the fact if they have communicated using lead form and are working professionals