1. List of top 10 zip codes that you recommend for the Growth team’s pilot test
   1. Along with a list of top 10 zip codes, please provide a methodology for how you came to your recommendation. This methodology can be written in any form (e.g., paragraph, bullet) and should be concise and direct.

The Methodology of how I came up with this recommendation is by first finding the maximum number of conversation means the number of customers who agreed to use Block renovation there are few zip codes where you find max number of customers but based on the leads those area becomes less potential since there is no much expected response. So, those areas are omitted from the count. Since we need to know which areas are top of the list we need to put the conversation and lead side by side to see if my existing customers who are potential plus they will response back to check whether the currently running campaigns are effective or not. Based on that here are the Top 10 zip codes: 07203, 10020, 11105, 11106,11377, 11355, 11374, 11432, 11418, 11417