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

<mark>Ans</mark>: The top three variables which contribute towards most conversion are:
   i. Tags_Closed by Horizzon
   ii. Tags_Lost to EINS
   iii. Tags_Will revert after reading the email
   These were taken based on the variable's coefficient. High coefficient number is considered.

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?**

<mark>Ans</mark>: The top three categorical/dummy variables which need to be focused are:
   i. What is your current occupation – Working Professional
   ii. Specialization – Management Courses
   iii. Lead Source - Google
   These were taken based on the variable's count plot.

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.**

<mark>Ans</mark>:
   i. They should target people with management courses.
   ii. I think, company should share the syllabus in company's website.
   iii. Google, SMS Chat and direct traffic had more contributed. Company should focus on these things.

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.**

<mark>Ans</mark>:
As company already reached its target. The company can focus on below things:
   i. Focus on unemployed people and suggest the management or business courses to join in company.
   ii. More focus on Olark Chat Conversation as it is given less contribution.