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

    Three variables in the model that contributed most are:
    - What is your current occupation
    - Last notable activity had a phone conversation
    - Lead origin lead add form

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?**

    - Total time spent on website
    - Last notable activity
    - Lead origin lead

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.**

    The good strategy would be to focus on the columns mentioned in the answer 2 section and try not to focus on other columns which are less significant.

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.**

    Since the model has high specificity, it will be able to identify those leads which are not likely to convert which will help agents in avoiding the the activity of making unnecessary calls.