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

   Ans:- Top three variables in your model which contribute most are:
   - Total Time Spent on Website
   - Lead Source - Reference
   - Current occupation - Working Professional

	coef
const	-1.6975
Do Not Email	-1.0442
Total Time Spent on Website	4.1192
Lead Source_Direct Traffic	-0.5492
Lead Source_Olark Chat	0.8744
Lead Source_Reference	2.9447
Last Activity_Email Opened	0.2416
Last Activity_Olark Chat Conversation	-1.0928
What is your current occupation_Working Professional	2.4865
What is your current occupation_not provided	-1.3079
Last Notable Activity_Modified	-0.2224
Last Notable Activity_SMS Sent	1.5807

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?

   Ans:- Top three categorical variables are:
   - Lead Source - Reference
   - Current occupation - Working Professional
   - Last Notable Activity – SMS Sent

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:- To fully leverage the interns aggressively, contact all leads with a cutoff value of 0.3. Additionally, prioritize leads who are currently working professionals and those who have spent more time on the website.

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:- Contact leads with a cutoff point of 0.6. Avoid leads without a specified occupation or those who are students. Also, avoid leads coming from direct traffic and those who have opted for the "Do not email" option.