1. **Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?**
    - During the investigation we found that following 3 variables have the most\ positive effect on the outcome
    - 1 Tags_Will revert after reading the email
    - 2 Total Time Spent on Website
    - 3 What is your current occupation_Working Professional / Last Notable Activity_SMS Sent

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. Last_Activity Email Bounced (this is because of incorrect email which can be solved with some validation while data collection)
    b. Tags_Switched Off (This canbe solved by asking alternate mobile number or calling again to the lead)
    c. Tags_Lost to EINS

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.**
    a. As there more no of employees to work, lesser probability leads can also be picked
    b. Since the we can accept more false positives we can lower the cutoff for the model
    c. This will give us more leads in the funnel and the time can be utilized accordingly

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.**
    a. Focus should be on the leads which have more chance of conversion
    b. To achieve this, increase the model cutoff since we cannot tolerate false positives
    c. This will reduce the funnel and the team works only on high conversion probability leads