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

Ans: 1. **Tags_Closed by Horizzon**
    2.**Tags_Lost to EINS**
    3: **Tags_Will revert after reading the email**

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?
    1: **Lead Source_Welingak Website**
    2: **Last Notable Activity_SMS Sent**
    3: **Tags_Will revert after reading the email**

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.

- Target leads that spend a lot of time on X-Education site (Total Time Spent on Website)
- Target leads that repeatedly visit the site (Page Views Per Visit).
- Target leads that have come through References as they have a higher probability of converting
- Working professionals should be approached more as they have high conversion rate

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.

- Do not unemployed or students