1. **Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?**
- Total time spent on website,
- total visits,
- lead source_olark_chat

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?**
- Lead_origin_lead Add Form
- Lead Source_Olark Chat
- Last 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.**
   - First of all, divide the customers who have probability as 1 for both predicted and coverted columns among those 10 interns as they are for sure the potential leads.
   - Make a call and send the reminders through messages and keep following up until the customer makes the informed decision.
   - Ask the various requirements of the customer and conduct demo sessions/trails .

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.**
- Identify the customers who have 0 as converted but the model predicted as 1 as they are false positive customers and wont' convert to potential leads.