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

   **ANS**:
   - Lead Add Form
   - What is your occupation_Working Professional
   - Total Time Spend on the Website

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:**
   - Lead Source_Google
   - Last Notable Activity_SMS Sent
   - Total Visits

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:**
   Phone call must be done to people if:
   - They spend a lot time in the website and this can be done by marketing the
   - They are seen coming back to the website repeatedly
   - They are working Professional
   - There last activity is through SMS or through Olark conversation

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:** In such condition they have to focus on the Auto responder (on email and calls) more. In this way sales team won't be calling unless it is an emergency also this will works with the customers that have a very high chances to buy the course.