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:
     - Positive contribution
     - Higher the time spent on the website, higher the probability of the lead converting into a customer

   - Tags Contacted or in touch with EINS:
     - Positive contribution
     - Leads who are actively contacted or are in touch with EINS shows the higher rate of conversion to customer.

   - Tags_Enrolled or already a student:
     - Negative Contribution
     - The company should avoid focusing on leads who are already enrolled or active students as they are less likely to be interested in the program

2. What are the top 3 categorical/dummy variables in the model which should be focused the most on to increase the probability of lead conversion?

   - Specialization:
     The Specialization column suggests that people enquiring for courses on business management like operations, finance, human resource, market are more likely to get converted.

   - What is your current occupation:
     The analysis indicates that unemployed people are more likely to get converted. People who are working are also one of the key leads that can get converted.

   - Last notable activity:
     The analysis shows that people who have interacted with phone or email or who have approached upfront are more likely to get converted.

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 who spend a lot of time on the X-Education website, as they are potential leads (based on Total Time Spent on Website)
   - Target leads who repeatedly visit the website (based on Page Views Per Visit)
   - Target leads who come through references, as they have a higher probability of converting to customers

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.

- Leads who are unemployed may not be a good target as they may not have the budget to spend on the course.
- Students may not be interested in enrolling in a course designed for working professionals since they are already studying. Therefore, they may not be a good target for the company.