Answers to the questions.

1   Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
   - Lead Source
   - Total Time spent on website.
   - Lead origin

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 source with elements "google".
   - Lead source with elements "direct traffic".
   - Lead source with elements "welingak website"

3   X Education has a period of 2 months every year during which they hire some interns. The sales team 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 many of such people as possible. Suggest a good strategy they should employ at this stage.
   - By making them spend more time on the website, which we can achieved by making the website more interesting and engaging.
   - To improve overall lead conversion rate, focus should be on improving lead conversion of Olark chat, organic search, direct traffic, and google leads and generate more leads from reference and welingak website.
   - Unemployed leads are the most who get converted and hence they should be given high priority while making calls.
   - Working Professionals going for the course have high chances of joining it and hence they should be contacted more.

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 not to 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.
   - Instead of using calls, emails and SMS or advertisements can be used.
   - Making unnecessary calls like calling students should be minimized as they may not have budget for it.