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

Ans. Lead Source, Last Notable Activity and Lead Origin contribute most towards the leads getting converted.

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. Last Notable Activity_SMS Sent, Lead Origin_Lead Add Form and Lead Source_Welingak Website.

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.
- Focus on capturing leads who invest significant time on the X-Education site (measured by Total Time Spent on Website.
- Prioritize leads displaying recurrent visits to the site (quantified by Page Views Per Visit). Nevertheless, bear in mind that frequent visits may be driven by the comparison of courses across various platforms.
- Direct efforts towards leads acquired through references, given their heightened likelihood of conversion.
- While targeting students is an option, it's essential to acknowledge their lower conversion probability due to the industry-focused nature of the courses. Nevertheless, this factor can serve as motivation, encouraging them to prioritize industry readiness throughout their educational journey.
- Convincing users that course will significantly contribute to their career development necessitates a thoughtful and compelling approach.

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.
- Avoid concentrating on leads who are currently unemployed, as they may lack the financial resources to invest in the course.
- Refrain from targeting students, as they are already engaged in their studies and may not be inclined to enroll in a course specifically tailored for working professionals at this stage of their academic journey.