1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
A. The top three variables in the model are:
   - Lead Origin_Lead Add Form
   - What is your current occupation_Working Professional
   - Total Time Spent on 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?
A. The top 3 categorical variables in the model are:
   - Lead Origin_Lead Add Form
   - What is your current occupation_Working Professional
   - 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.
A. Phone calls should be made if:
   - Target leads who spend a significant amount of time on the X-Education website (Total Time Spent on Website).
   - Target leads who visit the site again (Page Views Per Visit). However, as demonstrated by the high number of visits, they may be returning to compare courses from other sites. As a result, interns should be more proactive and make certain that competitive factors where X-Education excels are clearly highlighted.
   - Prioritize leads obtained from referrals because they are more likely to convert.
   - Students can be reached, but due to the course's industrial concentration, their chances of converting are low. However, this could be a motivating factor to ensure that kids are industry ready by the time they graduate school.

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.

A.
- Do not concentrate on unemployed leads. They may not have a budget for the course. D
- o not concentrate on students because they are currently studying and would be unwilling to enroll in a course intended specifically for working professionals so early in their tenure.
- They should concentrate more on alternative means such as SMS and automated e-mails. Calling will not be necessary unless there is an emergency. This method can be employed with consumers who have a high likelihood of purchasing the course.