1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
   a. Total Time spend on Website
   b. What is the current occupation
   c. Last Notable Activity

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. Last notable activity_Had a phone conversation
   b. What is your current occupation_Working Professional
   c. Lead Origin_Lead add form

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: To get most leads the company should instruct employees to target people with below features.
   - People who are working professional and who are available to take phone calls
   - People whose lead came in from "Lead Add Form"
   - People who spend more time on Website
   - People who respond to SMS

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: During this time the company should only target to the people who have above mentioned characteristics as the chance of converting the leads is highest.
Also, company can update the data and using the latest data after trying above feature company can recalibrate the model to make if more accurate.