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

   The top variables contributing to the results are:
   - Total Time Spent on Website
   - Total Visits
   - Lead Source with the element "Google"

   These variables have a significant impact on the outcome and play a crucial role in predicting the desired results. X Education can focus on optimizing these aspects to attract and convert potential buyers effectively.

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?

   The top 3 categorical/dummy variables that can increase the probability of achieving the desired outcome are:
   - Lead Source with the element "Google"
   - Lead Source with the element "Direct Traffic"
   - Lead Source with the element "Organic Search"
   - Focusing on these lead sources may improve the chances of attracting potential buyers and increasing the probability of converting them into customers for X Education's courses.

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.

   Phone calls should be prioritized for people who meet the following criteria:
   - They spend a significant amount of time on the website: Engaging and making the website interesting can encourage them to revisit the site, making them potential leads.
   - They frequently return to the website: Consistent return visits indicate a higher level of interest, making them more likely to respond positively to a phone call.
   - Their last activity was through SMS or Olark chat conversation: Recent interactions through these channels suggest active engagement, making phone calls more likely to yield positive results.
   - They are working professionals: Professionals may have specific inquiries or needs, and personal phone calls can provide them with tailored information and assistance.

- By focusing on these criteria, X Education can make targeted phone calls to potential buyers, increasing the chances of converting them into course enrollments and fostering a stronger relationship with them.

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.

In this scenario, it would be more effective for the company to prioritize other communication methods, such as automated emails and SMS, rather than phone calls. By leveraging automated emails and SMS, company can engage potential buyers proactively, share relevant course information, and nurture leads without the need for immediate phone calls unless there is an emergency.

The above-mentioned phone call strategy can still be utilized, but with a targeted approach for customers who have a very high chance of buying the course. These high-potential customers can receive personalized phone calls to provide tailored assistance, address specific inquiries, and further persuade them to make a decision.

By adopting this combined approach, company can optimize its communication efforts, allocate resources more efficiently, and enhance the overall customer experience. Automated emails and SMS can serve as effective lead nurturing tools, while selective phone calls can be reserved for high-potential customers, maximizing the chances of successful course enrollments.