1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
   Ans: The top 3 variables are:
   1. Lead Origin_Lead Add Form
   2. What is your current occupation_Working Professional
   3. Lead Source_Welingak 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?
   Ans: The top 3 categorical/dummy variables in the model are:
   1. Lead Origin_Lead Add Form
   2. What is your current occupation_Working Professional
   3. 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 many of such people as possible. Suggest a good strategy they should employ at this stage.
   Ans: The focus calls should be made to working professionals where the lead source is Welingak Website as the chances of these leads getting converted is very high. Then they can make calls to all the working professionals. Then the interns can call leads whose lead source is Welingak Website. The interns should also make calls to leads where the lead origin is `Lead Add Form`.
   Then they should make calls to leads who spend more time on the website.

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 minimise the rate of useless phone calls. Suggest a strategy they should employ at this stage.
   Ans: During this time, the company can gather the data of the potential leads they can contact in the next quarter. They can also promote the courses to the potential leads which according to the model are working professionals, people who spend more time on the website, leads where the lead source is Welingak Website and leads with lead origin is Lead Add Form. This way the company will be prepared for the next quarter.