1. What are the three variables in your models which contribute the most towards the probability of a lead getting converted?

   The top three that contributes the most are:
   - Total time spent on website
   - Total visits
   - Lead source with elements google.

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?

   Top 3 categorical/ dummy variables to increase probability are:
   - Lead source with element google
   - Lead source with elements direct traffic
   - Lead source with elements organic search.

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.

   If people do the following only then they should be called:

   - If they spend a lot of time on website and this can be done by making the website interesting thus bringing them back to the site.
   - They are seen coming back to the website repeatedly.

- Their last activity is through SMS.
- They are working professionals.

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 case, they need to focus more on other methods like automated emails and SMS. This way calling won't be required unless it is an emergency. The above strategy but with the customers who have a very high chance of buying the course.