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

➢ The top 3 variables which contribute most towards the probability of a lead getting converted are:
   1. What matters most to you in choosing a course
   2. Country
   3. 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?**

➢ 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 are:
   1. What matters most to you in choosing a course-Better Career Prospects
   2. Lead Origin-Lead Add Form
   3. 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.**

➢ Phone calls must be made to people if:
   1.They are looking for better career prospects while choosing any course.
   2. The total time they spend on the website is more than the average time spent by any user.
   3. Their origin is through a lead ad form that they didn't hesitate to fill while browsing for courses.
   4. The last activity is SMS sent or through Olark chat conversation.

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.**

➢ During this time, the company should run ads on various other platforms to attract customers as lead ad forms show a higher probability of lead converting. They can also follow-up through SMS and chat via Olark chats.