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

   The top three variables for the model which contribute most towards the probability of a lead getting converted are:
   - ✓ Leads sourced from Welingak Website.
   - ✓ Leads originated from Lead Add Form.
   - ✓ Leads whose current occupation is Working Professional.

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:
   - ✓ Leads sourced from Welingak Website.
   - ✓ Leads originated from Lead Add Form.
   - ✓ Leads whose current occupation is Working Professional.

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 to be done to people if:
   - ✓ The lead sourced from the welingak website and Olark chat.
   - ✓ The lead originated from lead add form.
   - ✓ The potential lead is of a working professional.
   - ✓ The last activity of the lead is SMS sent.
   - ✓ A lead spending 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 minimize the rate of useless phone calls. Suggest a strategy they should employ at this stage.

   In such conditions the company can develop automated chat bots at lead source pages or at marketing platforms. And also, can aim at automated SMS, Email alerts for high relevance customers. Can improvise marketing strategies on social platforms like LinkedIn, Facebook, YouTube etc.