1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
    I. Total Time Spent on Website - Higher the time spent on the website, higher the probability of the lead converting into a customer.
    II. Lead Source - It is the important feature which should be focused upon.
    III. Last Activity Had a Phone Conversation - Customer which has a phone conversation have high probability of getting converted.

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?
    I. Lead Origin_Lead Add Form
    II. Lead Source_Olark Chat
    III. 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 much of such people as possible. Suggest a good strategy they should employ at this stage.
    - The interns should focus on customers which have spent "Total time Spent on Website". These are customers which seems more interested and may get converted into leads.
    - Total visits: - Interns should focus on customers which have more total visits, repeated visits shows that interns might be able to convince them.
    - Lead Source: - People who are referred have high chances of getting converted to lead.

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.
    - Do not focus on unemployed customers as they might not have budget to spend on the course
    - Do not focus on students, since they are already studying and would not be willing to enroll into a course.