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 which contribute most for a lead to get converted from my final model are:
   1. **Total Time Spent on Website – This variable has a coefficient of 4.46 which is very high.**
   2. **Lead Origin_Lead Add Form – Add form is a Lead Origin which contributed second most for a lead to get converted.**
   3. **Lead Source_Welingak Website – Lead source from Wellingak website is the variable which has the third most higher beta coefficient.**

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?

   Lead Origin_Lead Add Form, Lead Source_Welingak Website and LastActivity_Had a Phone Conversation should be focused more to increase the probability conversion rate as these are highly correlated with the conversion target.

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.

   We have seen that people who spent more time on the Website have more chances of getting converted. Also considering the Lead origin, if people have added or filled the form, the probability of conversion seems to be high compared to other lead origins.
   Also, if the customer had a conversation last time as last activity, they are also a good target to focus on.
   So in short, the interns should be focusing more on people who have filled the form, also had spent more time on the website, with whom conversation was made earlier.

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.

We can create general messages to be sent out to people or customers based on different criteria.
1.Sent out message to fill the form to people who have visited the website and not filled the form.
2.Sent out message with more offers or discount on the course they have selected to people who have already filled the form but not yet converted.