1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
   Answer: The top three variables in the model are:
   1. Total Visits
   2. Time spent on website
   3. Page views per visit

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?
   Answer: The top three categorical/dummy variables in the model are:
   1. Olark Chart
   2. Reference
   3. 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.
   Answer: X Education company can contact to the people if:
   1. Customer is working professional
   2. Last record has a positive response
   3. Customer visits website more oftenly.
   4. Chat bot should be more responsive.
   5. The customer's visits to 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.
   Answer: In this case, company can opt automatic emails/sms. Also, some posts on social media can work effectively. This can help in more sales.