1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
   - The top 3 variable the contributes are:
     Total time spent on Website
     Total visits
     Email opened

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?

   - Top 3 categorical variables are:
     Lead Source with elements Google
     Lead Source with direct traffic
     Lead Source with organic search

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.

   - Sales team can make calls to:
     People who regularly visit website
     People who spend more time on the website
     People who have opened email
     Last activity on chat
     People who are unemployed and working professionals

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 order to minimize calls and focus on others to reach the deadline:
     They can focus on A/B testing automated emails
     Active on SMS
     Be more productive in chat box on the website and guide them through the application form.