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

    ⇒ Occupation (occupation)
    ⇒ Total time spent on the website (time_on_website)
    ⇒ Total Visits (total_visits)

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_source
    ⇒ Specialization
    ⇒ occupation

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.

    ⇒ Leads who are unemployed and spend commendable amount of time on the website
      could be targeted as the conversion would be easier.
    ⇒ Number of visits paid to the website by a lead can also increase the possibility of conversion
    ⇒ Management Specialization has the highest leads. Focusing on the management specialization can help in higher conversion

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.

    ⇒ Students and others are the least possible converters, hence focus on them can be reduced.
    ⇒ Unemployed with least number of website visits might not possibly be interested