1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
   ```
   a. Lead Origin_Lead Add Form                         3.487857
   b. What is your current occupation_Working Professional  2.616559
   c. Lead Source_Welingak Website                      2.465610
   ```

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?
   a. Lead Source – Google
   b. Last Activity - Email Opened
   c. Lead Source – Direct Traffic

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.
   a. The company should make calls to the leads coming from the lead Orgin "Lead Add Form" as they are more likely to get converted
   b. The company should make calls to the leads who are the "working professionals" as they are more likely to get converted.
   c. The company should make calls to the leads coming from the lead sources "Welingak Websites" and "Olark Chat" as they are more likely to get converted.
   d. The company should make calls to the leads whose last activity was SMS Sent,"Email Opened" "and "Other_Activity" and as they are more likely to get converted

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.
   a. Give more offers or points to referrals because more than 90% leads are converted in Lead Source Reference
   b. Use SMS/mails to reach leads whose occupation is Working Professional