1. **Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?**
   1. Total Visits
      i. Positive contribution.
      ii. Higher Total number of Visits to platform, higher the probability of the lead converting into a customer.
   2. Total Time Spent on Website Positive contribution
      i. Higher the time spent on the website, higher the probability of the lead converting into a customer.
      ii. Sales team should focus on such leads.
   3. Lead Source
      i. It is the important feature which should be focus.


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?**
   1. Lead Origin_Lead Add Form
   2. Lead Source_Olark Chat
   3. Last Activity_Had a Phone Conversation

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.**

   - Develop a model that considers various factors such as time spent on the site, total visits, leads referenced, etc., to predict customer behavior or preferences.
   - Provide interns with a developed model that they can use as a tool for engaging with potential customers.
   - Initiate a proactive outreach strategy by sending SMS and making calls to potential customers. Engage with them on a personal level by discussing their problems, background, and understanding their financial condition.
   - Demonstrate to potential customers how our platform/course can positively impact their career growth and success. Provide them with compelling reasons to choose our platform and guide them through the conversion process.

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.**

- Avoid targeting unemployed leads as they may not have the financial resources to invest in the course.

- Avoid targeting students as they are already engaged in their studies and may not be interested in enrolling in a course designed for working professionals, especially early in their academic journey.