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

   - Total Time Spent on Website:
     - Positive contribution
     - Higher the time spent on the website, higher the probability of the lead getting converting into a customer
   - What is your current occupation_Working Professional:
     - Positive contribution
     - If the source of the lead is a Working Professional, then there is a higher probability that the lead would convert, as the working professionals since they are salaried there is higher chance of them purchasing a course.
   - Lead Origin_Lead Add Form:
     - Positive contribution
     - If the origin of the lead is from Lead Add Form, then there is a higher probability that a lead would convert.

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?**

   - What is your current occupation_Working Professional:
     - Positive contribution
     - If the source of the lead is a Working Professional, then there is a higher probability that the lead would convert, as the working professionals since they are salaried there is higher chance of them purchasing a course.
   - Lead Origin_Lead Add Form:
     - Positive contribution
     - If the origin of the lead is from Lead Add Form, then there is a higher probability that a lead would convert.
   - Lead Source_Welingak Website:
     - Positive contribution
     - If the source of the lead is a Welingak Website, then there is a higher probability that the lead would convert.

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.**

   - Target leads that spend a lot of time on X-Education site (Total Time Spent on Website)
   - Target leads that are working professionals, since they have constant source of income, they have high chase of conversion.
   - Target leads that are Students, but they will have a lower probability of converting due to the course being industry based. However, this can also be a motivating factor to ensure industry readiness by the time they complete their education

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.**
   - Do not focus on unemployed leads. They might not have money/ income to spend on the course
   - Do not focus on students, since they are already studying and would not be willing to enroll into a course specially designed for working professionals.
   - Do not focus on leads who have marked Do Not Email, as they might not be interested in enrolling to the course