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

   By Observing the Correlation matrix with Converted we can say that following 3 variables are contributing more:
   1. Lead Source
   2. Total Visits
   3. Lead Origin

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?

   By Observing the Correlation matrix with Converted we can say that following 3 variables are contributing more:
   1. Lead Source
   2. Total Visits
   3. Lead Origin

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.

   They should start by seeing the data from the variables like these , total visits and lead source , from that they can find in which course they are interested and which strategy can be applied. Firstly we have to know customer , their occupation , what they desire, why they are looking for course and where they get idea for that course etc.
   After that you have to give proper answers for all that question and also clear every doubt they have about course because most of the time their doubts remain and they will not convert.

   Also you have to follow up after each call, you have to schedule call according to them, you have to convince the importance of course, what are benefits for them and how well the course is.

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.

Sales team should be focusing only on that customers who are asking on website continuously , visiting more and more and also he is spending more time on the site.
Also you can conduct exam for the course and just list out the customers who attempted the exam and top the exam, say top 100 .
In that top 100 too, some are not interested, they just take exams, but that kind of error could happen, in that top 100 send all the necessary info to them about course and check who getting back at you and then decide to have phone call with them only.