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
   - Working professionals
   - Lead source was Google, Direct traffic, Organic search and Welingak website

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 with elements Google
   - Lead source with elements Direct Traffic
   - Lead Source with elements Organic search

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. Ensure that they spend more on website thereby enabling users to get engaged and get converted into a potential customer
   b. Target users who comeback to website more often
   c. Target users whose last activity is SMS or Olark chat conversion
   d. Most importantly, employ strategies to focus on working professionals

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. The company could focus on automated emails or SMS
   b. The company could target new customers by launching referrals