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

➔ Most significant variables in decreasing order:
   I. TotalVisits
   II. Total Time Spent on Website
   III. Lead Source

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?

➔ Most significant variables in decreasing order:
   1. Lead Source_Welingak Website
   2. Lead Origin_Lead Add Form
   3. Lead Source_Olark Chat

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 many of such people as possible. Suggest a good strategy they should employ at this stage.

   I. They should focus more on those leads which have a high number of visits to the website or have a long time spent on the platform as they might be interested in some courses. Therefore, it might be great to guide them through the process and also influence them to purchase courses.
   II. They should approach leads from sources such as Welingak website and Olark Chat.
   III. They should approach more to working professionals.
   IV. They should focus more on leads added from lead add form.

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.

   I. They should refrain from calling leads who have opted for Do_not_email or call.
   II. They should not call leads who are studying or are unemployed.
   III. They should refrain from calling leads having worst lead quality.
   IV. They should refrain from calling leads having high page views per visit as they might be exploring the websites for information to be used in their businesses or study purposes.