1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
   - The top three variables in the model which contribute most towards probability of a lead getting converted are:
   - **TotalVisits, Total Time Spent on Website and Last_Activity_sms sent**

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?
   - Top 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion are:
   - **Source_welingak website, Country_germany, Tags_closed by horizzon**

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.
   - Phone calls to be made to the following people:
     i. **People who spent most time on the website. Effort can be made to make the website more responsive and appealing so people stay on the site more.**
     ii. **People who have visited the website multiple times.**
     iii. **The last activity they did was sending an SMS**
     iv. **German country people can be approached as most of the leads should get converted.**

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.
   - **In this case the company can rely on automated SMS, emails and advertisement. In case of a response from a customer they can proceed to have a call. This will minimize calling unless it is absolutely necessary as the company sales team will only call if the customer is the one who approaches them thereby reducing unnecessary calls.**