1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
   The top 3 variables that contribute most to the model are:
   - Lead Source_Welingak Website
   - Lead Source_Reference
   - Last Notable Activity_Email Link Clicked

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?
   The top 3 variables which should be focused most on are:
   - Lead Source_Welingak Website
   - Lead Source_Reference
   - Last Activity_Had a Phone Conversation

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.
   - The team should go after leads who come through the Welingak website.
   - The team should go after leads who were referenced by other customers.
   - Leads with whom a phone conversation was done have a good chance of conversion.
   - Go after leads that have spent the most time on the website.

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.
   - The team should not consider following up with leads who had Olark chat conversation.
   - The team should not follow up leads that have asked not to email.
   - The team should not follow up leads whose emails have bounced.