- Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
    - Total visits - positive contribution and along with higher number of visits to the platform and higher the probability of getting the leads
    - Total time spent on website – positive contribution, higher time spent and higher the probability of getting lead, and the sales team to focus on leads
    - Lead source – which should we focus to get converted leads.

- 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?
    i. Lead origin_ Lead add form
    ii. Lead source _Olark chat
    iii. Last activity _had a phone conversion.

- 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.
    1. Making a model by considering various points that required for model likewise time spent on site, total visits , leads reference etc.
    2. Providing interns a ready model
    3. Start sending an SMS and making calls respectively. Tyr to get more familiar with them, discussing their problem and background , looking for the financial condition.
    4. Making them believe that this platform will make their career better and can have future options.

- 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.
    1. Not focusing on unemployed leads as they may a limit or not budget to spend.
    2. Not focusing on the students , since they are already studying enrolling to the different program may not be fruitful.
    3. Instead focusing on working professions can actually get a better leads and more leads.