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 (1.0539)
   Lead Source_Reference (0.9118)
   What is your current occupation_Working Professional (0.7711)

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_Reference(0.9118)
   What is your current occupation_Working Professional(0.7711)
   Lead Source_Olark Chat(0.4262)

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.

   - **Focus on improving the user experience on the website to ensure visitors spend more time engaging with the content. This can include interactive features, comprehensive information, and user-friendly navigation.**
   - **Develop and promote referral programs to capitalize on the high conversion rates of referred leads. Encourage existing customers to refer their friends and colleagues, potentially offering incentives for successful referrals.**
   - **Design marketing campaigns that specifically address the needs and interests of working professionals. Highlight how the product or service can benefit their professional lives, save them time, or improve their productivity.**

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.

   When X Education reaches its quarterly target early, the sales team should focus on refining the lead scoring model, prioritizing only the highest-potential leads for phone calls. They can also engage leads through automated, personalized email campaigns and social media, reserving phone calls for leads that show strong engagement signals or have high potential value. This approach minimizes unnecessary calls while maintaining lead engagement.