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 that our model has given are:
   a. Total Time spent on website
   b. Lead Source
   c. Last Notable Activity

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?
   a. Lead Origin_Lead Add Form
   b. Lead Source_Welingak Website
   c. Lead Activity SMS sent

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.
   A. What they can do is to focus initially on people who have spent considerable time on website.
   B. Try to reach out to users through SMS and other means.
   C. Focus on leads generated through different source websites
   D. Focus on students who are interested to do other courses. Present the other viable options to them.
   E. Since employed people tend to convert, get them to offer personalized courses to such category of users to convert them.
   F. As of now our model is designed to accurately predict upto 90%. We can train a new model with slightly lesser accuracy (say 70%) and use additional new resources to reach out to them.

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.
   A. Focus on reaching out to users through other means other than SMS. This would ensure that there is still a follow up with the user.
   B. Reach out to the users who have joined the competitor courses to give them some bonus/coupons to join back to X academy or by highlighted the differentiation that X academy has with the competitors. There is always a slight chance that the user can join back at X academy.