1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
   - *Do Not Email*
   - *Total Time Spent on Website*
   - *Page Views Per Visit*

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?
   - *Last Notable Activity*
   - *Last Activity*
   - *Asymmetrique Activity Index*

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.

   During the aggressive conversion phase, X Education should prioritize making phone calls to potential leads predicted as 1 by the model, focusing on the "Do Not Email" category. Additionally, reaching out to leads who scored high on "Page Views Per Visit" and " Total Time Spent on Website" can increase conversion chances.

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.

   *During the phase of target achievement, X Education should adopt a conservative approach to phone calls. Prioritize contacting leads with high conversion potential, particularly those with significant interactions in "Last Notable Activity," "Last Activity," and "Asymmetrique Activity Index." This minimizes unnecessary calls while maintaining engagement with promising prospects***.**