1. **Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?**

   By looking at RFE and Logistic Regression Result we can say:
   - Total Time Spent on Website
   - Lead Origin_Lead Add Form
   - TotalVisits

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 Origin_Lead Add Form: Using forms gave better yield
   - Lead Source_Olark Chat: Live chat interacting has good impact
   - ast Activity_SMS Sent: SMS is a good way to get more Leads

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.**

   We can focus on conversation channels like Live chat. Giving out live forms will also give good impact. Also, the SMS channel is a good medium to get more Leads. Interns can focus on these aspects.

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 can reduce its engagement with high and low likelihood leads. The focus on other forms of channel like SMS and Emails. By looking at last activity feature they can also further determine which to reach and which not to reach.