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
   - Lead Source
   - What is your current occupation

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 Social Media,
   - Lead Source Reference
   - Lead Source Olark Chat

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.

   - Total Time Spent on Website (Users who spend extended periods on our website): These individuals exhibit a strong interest in our products or services. Their prolonged engagement suggests that they are exploring various aspects of our offerings, making them prime candidates for conversion. We should consider further nurturing this interest by providing them with personalized content and targeted follow-ups to guide them towards a decision.

   - Total Visits (Frequent visitors to our site): Users who return to the website multiple times demonstrate curiosity and potential. While some may be conducting comparisons with competitors, their repeated visits signal an ongoing evaluation process. To secure their attention, we should focus on showcasing our unique value propositions and differentiators, ensuring that we stand out in their decision-making journey.

   - Lead Source Reference (Users referred by others): Individuals who are referred to us by others often arrive with a higher level of trust and interest. Recommendations from trusted sources enhance their likelihood of conversion, as they already have a positive perception of our brand. We should aim to build on this trust by offering seamless onboarding experiences and reinforcing the benefits that their referrers may have highlighted.

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.

   - Currently Unemployed (Individuals without a job): These individuals may lack the financial resources necessary to enroll in the course at this time. Without a stable income, they might find it difficult to invest in professional development programs, even if they are interested. In such cases, offering flexible payment options, scholarships, or financial aid might encourage participation.

   - Still Enrolled in Academic Studies (Students in the early stages of their education): This course is specifically designed for professionals with work experience, aiming to enhance their practical skills. Students who are still pursuing their studies may not yet need or fully benefit from the course's advanced content. They are likely to require foundational knowledge first and may consider this program later in their careers when they enter the workforce.