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.
   - Total Visits
   - 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?

   - Lead add form
   - Lead activity with element SMS sent
   - API and landing page submission

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.

   - The sales team can make call to People who spend a lot of time on the website, and this can be done by making the website more interesting.
   - The sales team can make call to People who repeatedly coming back to the website.
   - The sales team can make call to People who working professionals.

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.

   Sales Team can send the information through emails or SMS and this way they can minimize the rate of useless phone calls.