1. **Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?**
    Ans: - Below are the three variables in your model which contribute most towards the probability of a lead getting converted:
    *   Total Visits
    *   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?**
    Ans: - Below 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 as Google
    *   Lead Source as Direct Traffic
    *   Lead Source as Organic Search

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.**
    Ans: - They should make Phone calls to: -
    *   Leads who spend maximum time on the website and access website more frequently.
    *   Leads who are working professional since, probability of lead conversion seems pretty good.
    *   Website experience can be enhanced or improvised by making it more interacting and user friendly to keep leads engaged as this will attract leads more frequently to access websites as Google has high Conversion probability.
    *   Leads with last activity as 'SMS Sent' can be considered to increase chances of conversion.

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.**
    Ans: - To minimize the rate of useful phone calls, below strategy can help.
    *   Chatbots
    *   Automated Emails/Messages features.
    *   Advertisements which will attract attention from leads.

- Interactive Websites User experience