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

   1) Total Visits
   2) What is your current occupation?
   3) Lead origin

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 with element : lead add_form
   What is your current occupation : Working Professional
   Lead Source : Welingak Website

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.

   They should make phone calls to the following potentials leads.
      o Leads who spend more time on the website
      o Target leads who have come via Add form, Olark chat, Welingak website
      o Target leads who are employed

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.

   - Create a more interactive website so that people will spend more time and get engaged.
   - Improve the forms and chat experiences as conversion seems to be more for these channels.
   - Correct the values in the existing database as many fields are null. It can provide more insights on the existing conversions if the historical data is corrected.