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. Total Time Spent on Website
    3. Lead Source

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?

    1. Lead Origin_Lead Add Form
    2. Lead Source_Olark Chat
    3. Last Activity_Had a Phone Conversation

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.

    1. Making a model by considering various points that required for model likewise Time spent on site, total visits, leads reference, etc.
    2. Providing interns a ready model
    3. Start sending SMS and making calls repetitively, Try to get more familiar with them, discussing
    their problem, background, looking their financial condition
    4. Prove them that this platform/course will help them building their career and finally convert them

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.

    1. Do not focus on unemployed leads. They might not have a budget to spend on the course
    2. Do not focus on students, since they are already studying and would not be willing to enroll into a course specially designed for working professionals, so early in the