1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
   1. TotalVisits 2. Last Notable Activity 3. Total Time Spent on Website

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. Last Notable Activity_Had a Phone Conversation 2. Last Notable Activity_Form Submitted on Website 3. Last Notable Activity_Email Opened

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.
   Stratergy as follows:
   1.To identify and prioritize potential leads
   2. Segment potential leads on various factors such as demographics, behavior
   3. Develop a schedule for making initial outreach calls
   4. Train interns to personalize their phone call
   5. Implement automation tools such as auto-dialers
   6 Continuously monitor the results of phone call outreach efforts

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.
   Stratergy as follows:
   1. shift the focus of the sales team towards strengthening relationships with existing customers.
   2. Create and distribute educational content such as whitepapers.
   3. referral programs that incentivize existing customers.
   4. Identify areas for improvement and implement changes that can streamline workflows.
   5. Use this time to plan ahead, set new targets, and establish action plans for achieving them.