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

   The top three variables that contribute are:
   1. **Total Time Spent on Website – Leads spending more time on the website have a higher likelihood of conversion.**
   2. **Lead Origin_Lead Add Form – Leads generated through the "Lead Add Form" have a higher probability of conversion.**
   3. **Lead Source_Welingak Website – Leads coming from the "Welingak Website" tend to have a strong positive impact on conversion.**

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_Lead Add Form**
   - **Lead Source_Welingak Website**
   - **Do Not Email_Yes**

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.

   - **Prioritize High-Probability Leads**
   - **Phone call /follow up aggressively**
   - **lowering the cutoff, prioritizing high-probability lead**

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.

   - **Increase cut off rate**
   - **Use whatsapp /SMS instead of calls**
   - **allow potential leads to request a callback if they are interested.**