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

   time_on_website (positive)
   do_not_email (negetive)
   total_visits (positive)

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?

   occupation_Unemployed (negetive relation)
   lead_source_Olark Chat (positive relation)
   lead_source_Reference (positive relation)

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.

   The team should focus more on the targets who are spending more time on the website
   And who visiting the website very frequently and who opted for email updates (maybe interested in any course).

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.

   Don't make calls to unemployed leads.
   Don't make calls to the one whose 'page_views_per_visit' (visiting very less page as might not be interested)
   Don't make calls to the one who opted out for email-updates.