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

   Answer - The three variables that contribute the most to the likelihood of a lead converting are:
      a. Total Time Spent on the Website
      b. Total Number of Visits
      c. Lead Source categorized as Google

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?

   Answer - To enhance the probability of lead conversion, focus on the following top three categorical/dummy variables:
      a. Lead Source identified as Google
      b. Lead Source identified as Direct Traffic
      c. Lead Source identified as Organic Search

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.

   Answer - To maximize lead conversion during the intern hiring period, focus phone calls on:
      a. Leads who spend significant time on the website; enhance engagement to encourage return visits.
      b. Leads who show frequent return visits to the website.
      c. Leads whose most recent interaction was via SMS or Olark chat.
      d. Working professionals.

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.

   Answer - When the company meets its quarterly target ahead of schedule, it should prioritize alternative methods such as automated emails and SMS to minimize unnecessary phone calls. Direct phone outreach should be reserved for high-priority leads with a strong likelihood of conversion.