1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
   Total Time Spent on Website
   - It has positive impact on the conversion of leads
   - It was observed that higher the time spent on website, higher the probability of conversion of leads.

   What is your current occupation_unemployed
   - It was observed during the analysis that unemployed people are more likely to be converted. This could be because unemployed people might be looking for upskilling to get the employment. Thus, such leads should be focused more.

   Lead Source
   - Lead source is another factor that plays an important role in conversion of leads.

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?

   - Last Activity_had a Phone Conversation
   - Last Activity_SMS Sent
   - Lead Source_Olark Chat

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.

   A model can be built considering the different parameters which can ultimately predict the conversion probability of leads. This model can be given to the interns who can further approach the high probability leads. The students and unemployed people are more likely to get converted as such people are looking for employment. Other factors, such as that of total time spent on the website, total visits and others should also be considered while focusing on improving the sales.

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.
   At this stage company could acquire the leads and start working on these leads. This could be done by telling leads the benefits offered by X education and how it will help them have a good career. These people can also be attracted by sending them reminders over mail or sms. The team can also focus on advertising and generating new leads for future.