1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
   - Lead Source
   - Total Time Spent on Website
   - Total Visits

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_Olark Chat
   - Last Activity_Had a Phone Conversation

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.

   To convert a higher percentage of leads:
   - The parameters which increased the lead score for each lead should be conveyed to the team.
   - The campaign should be approached in a categorized manner with different sets of teams targeting specific groups.
   - Leads with a lesser probability should be given to the most experienced sales executives to make their conversion possibility higher.
   - Based on the study and model the campaign should be focused and should not be scattered in any manner.
   - Contact should be made in a very precise manner based on the lead's availability and they should not be contacted repetitively.

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.
   To minimize the rate of useless phone calls:
   - Check for the lead's profile.
   - Try to plan a time on which the lead might be available.
   - Check for the leads with a very high percentage and approach them only.
   - Only associates with highest conversion rate should approach these leads.