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
   - Lead Source is
     - Welingak website
   - When Lead Origin is
     - Lead Add Form
   - Lead is a "Working Professional"
   - Last activity was – had a phone conversation
   - 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_Welingak Website
   - Last Activity_Had a Phone Conversation
   - What is your current occupation_Working Professional

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.**
   - Focus on working professionals
   - Focus on people who spend a lot of time on the website; and make repeat no of visits (>=2)
   - Target leads who have come from (Lead source or lead origin)
     - Welingak website
     - Lead Add Form
     - Olark Chat
   - Where last activity was a phone conversation with the leads

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.**
   a. Try to make the website more attractive or simplify the user journey; so that people can come back to the site; spend more time on the website
   b. Try to have engaging content on Olark chat, Weligak website or funnel the leads to these channels