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

Answer: Top Variables Contributing to Lead Conversion Probability:

- Total Time Spent on Website
- Total Visits
- Lead Source (Google)

Question 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: Key Categorical/Dummy Variables to Focus On:

- Lead Source: Google
- Lead Source: Direct Traffic
- Lead Source: Organic Search

Question 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: Strategy for Aggressive Lead Conversion During Internship Period:

- Target High-Engagement Leads:
    - Prioritize leads who spend significant time on the website.
    - Focus on repeat visitors.

- Reach out to those with recent SMS or Olark chat interactions.
- Give preference to working professionals.
- Enhance Website Appeal:
  - Make the website engaging to retain interest and encourage return visits.

Question 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: Strategy for Minimizing Useless Phone Calls During Off-Peak Periods:

- Utilize Automated Communication:
  - Implement targeted email and SMS campaigns to reduce the need for phone calls.
  - Reserve phone calls for leads with the highest potential for conversion.
- Selective Outreach:
  - Focus calls only on leads showing strong buying signals or high engagement.