1. **Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?**
    *   Working professionals have high chances of taking courses.
    *   Time spent by tags on the website.
    *   Number of occurrences of the user on the website.

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?
    *   Traffic generation
    *   Keywords for organic search
    *   Digital Advertisement

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.
    Below are the suggested strategies by which X Education can focus on increasing sales by converting the leads which have less probability of getting converted.
    *   Interns can call the users as per their last activities.
    *   They can also emphasize on lead's quality
    *   Specialization of the users can be taken into consideration while making calls.
    *   Time spent by the user on the Website content

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.
    *   In this case we will suggest the sales team should focus on the highest probability converting leads. Also, they can set auto-replies for the incoming queries.