1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
   a. Lead Source - 1 main sources which is creating a positive impact
      i. Welingak Website

   b. Lead Origin - 1 main sources which is creating a positive impact
      i. Lead Add Form

   c. What is your current occupation - 1 main sources which is creating a positive impact
      i. Working Professional

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?
   a. Lead Source_Reference
   b. Lead Source_Social Media
   c. 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. Must target on leads that are spending a lot of time on website site (Total Time Spent on Website)

   b. Must target leads which are spending a lot of time on website, and visiting again and again and are working professionals. Students can be approached, but they will have a lower probability of converting because they will not be interested in a course specifically designed for working professional

   c. Must target on leads that have come through References as they have a higher probability of converting

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. Do not target unemployed leads

   b. Do not target students, they might not be interested in a course specifically designed for working professionals.