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

- Total Visits
- The total time spent on the Website.
- Lead Source_Direct Traffic

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 Source_Reference
- Lead Source_Social Media
- Lead Source_Olark Chat

It appears that the Lead Source is crucial in scouting for leads with a higher possibility of converting.

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.

- Target leads who spend a significant amount of time on the X-Education website (Total Time Spent on Website).
- Target leads who return to the site (Page Views Per Visit). However, they may be returning to compare courses from other sites, as evidenced by the high number of visits. As a result, interns should be a little more aggressive, emphasising competitive points where X-Education excels.
- Target leads who came via referrals because they are more likely to convert.
- Students can be approached, but due to the course's industry focus, they have a decreased likelihood of converting. However, this might be a motivating factor to guarantee that   they are industry ready by the time they finish their education.

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.
- Do not concentrate on unemployed leads. They may not have a budget for the course.

- Do not concentrate on students because they are currently studying and would be unwilling to register in a course tailored specifically for working professionals so early in their tenure.