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

Ans. The top 3 variables that contribute most towards the result are
   - Total Time Spent on Website
   - Total Visits
   - Page Views Per Visit

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?

Ans. The Top 3 Categorical/Dummy variables that should be focused the most to increase probability of lead conversion are:
   - What is your current occupation_Unemployed
   - Last Activity_SMS Sent
   - Lead Origin_Lead Add Form

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.

Ans. X Education can make phone calls to people if:
   - The time spent by the potential leads on the website is more. This can be made possible by making the website more interesting which results the potential leads back to the site.
   - The potential leads return to the website more frequently.
   - The potential leads last activity is through SMS or through lead add form or Olark chat conversation
   - The potential leads are working professionals or not.

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.

Ans. X Education can prefer adopting to automated mails and SMS during the above-described period. This strategy will be more useful for leads who have higher chance of taking a course. This will not only minimize the rate of useless cost but also saves a lot of time.