1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
   a. The top most variable which contribute most towards the probability to get converted leads are:
      i. TotalVisits
      ii. Total Time Spent on Website
      iii. 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?
   a. Top three categories contribute most
      i. Welingak Website
      ii. Reference
      iii. SMS Sent

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. Based on this case study the last model talks about the high correlation to conversion of the leads. So the newly joined interns can make phone calls to the leads which are having good visits and views of the website should be good, and can also see if the leads are reference based or not. In the model 11. It's highly converted with fewer columns and categories. Which they can focus and call the leads.

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. At this stage the employee can call to leads when they are getting reference, email or messages. Where they can see whether the person is really interested in converting to a student. Because at this time they can not see the total visits and view per page and all statics so it's good when someone is referring to the lead or they are getting direct information from the person to get the course info. Then there are high chances to get converted the lead into a student.