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

* The total time spend on the Website.
* Total number of visits
* When the lead source was Google

1. **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\_google
* Lead Source\_direct\_traffic

1. **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.**
   * Repeatedly visiting individuals may be comparing the product with other similar ones.
   * So interns must tell them why X Education is better than its competitors.
   * Data suggests that more time people spend on the website more the chances of conversion. This means that web site should be run smoothly at all time
2. **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.**
   * Students and unemployed should not be focused
   * Automated emails and messages should be used