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

   Answer:

   - Lead Source
   - Total Visits
   - Total Time Spend on Website

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?

   Answer:

   - lead_source_Welingak Website
   - lead_source_Reference
   - current_occupation_Working Professional

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.

   Answer:

   - Total Time Spend on Website, Total Visits, Lead Reference, etc are required for various points in the model.
   - Should follow up to send SMS and calls.
   - Share them more about the course how to help them to apply their career.

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.

   Answer:
   - Unemployed leads may have limited budget to spend on the course. And also Students since they are already studying.