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

ANS: As We see our final model we got these three variables which contributes most towards the probabilities:

   1 TotalVisits = coefficient is 8.0279
   2 Lead Source_welingak website = coefficient is 6.0838
   3 Total Time Spent on Website = coefficient is 4.6670

   Here higher the total number of visit of lead, higher the chance of visit to convert into a customer

   Higher the total time Spent on website, higher the probability of leads to convert into Customer

   So sales team should be focus on the above variables.

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 : Here the top 3 dummy variables in the model should be focused the most on in order
   to increase the probability of lead conversion is :-
   1 Lead Source_Reference
   2 Lead Origin_Lead Import
   3 Lead Source_Olark chat

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 : Here first things tell to the interns that they always focus on TotalVisits, Lead
       source_welingak website, Lead Source_Reference these variables.

   Do there is frequent call and sms to the potential leads and undersatnding there puprose of course and there financial conditions.

   And Also convince the potential lead that this course is best and ever career change opportunity for them

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 : To minimse the rate of useless phone calls in my opinions Firstly to increase the Probability cut off so that we can Target only those leads which have more chance to Converted

Secondly Here main target is working professional so here we recommend that only focus on the salaried person.

Thirdly Here the model suggest that TotalVisits is most import column, so here we focus on those lead which have higher visits.

Fourth, Here according to the model lead Source_welingak website have higher conversion rate, so here focus on those leads which are from welingak website.