1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?  
   **Ans:- Total Visits , Total Time Spent on Website , Lead Source with elements Google**
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:- Lead Source with elements direct traffic , Lead Source with elements google , Lead Source with elements organic search**

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.  
   **Ans:- Calls should be done to individuals if:**

* **They invest a great deal of energy in the site and this should be possible by making the site fascinating and subsequently taking them back to the site.**
* **They are seen returning to the site over and again**
* **Their last movement is through SMS or through Olark visit discussion**
* **They are working experts**

1. 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:- Here they need to focus in additional on different strategies like messages ,emails SMS via bot. This way calling will not be needed except if it is a crisis. The above system can be utilized however with the clients that have an exceptionally high shot at purchasing the course.**