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

Ans: Top three variables in our model which contribute most towards the probability of a lead getting converted are:
- 'Total Time Spent on Website'
- 'Lead Source_Reference'
- 'What is your current occupation'

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: Top three categorical/dummy variables in our model which should be focused the most on in order to increase the probability of lead conversion are:
- 'Lead Source_Welingak Website'
- 'Lead Source_Reference'
- 'What is your 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.

Ans: Following points can be focused upon for a better strategy:

- Target leads that spend a lot of time on X-Education site (Total Time Spent on Website) can be targeted by the interns.
- Target leads that repeatedly visit the site (Page Views per Visit) can also be targeted. However, they might be repeatedly visiting the website to compare courses from the other sites. So, the interns should be a bit more aggressive and should throw positive side of X-Education to the leads.
- Target leads that have come through References as they have a higher probability of converting. Hence, they can be targeted by the interns.

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: Following points can be focused upon for a better strategy:

- Do not focus on unemployed leads. They might have budgetary issues.
- Do not focus on students, since they have a lower probability of converting due to the course being industry based.