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

   The contribution of any variable towards a model is determined by the coefficient and the P- value. The variable with higher value of coefficient and lower value of P will contribute the most.
   The model we built has 13 variables in total. Of these top 3 that contribute the most are:
   1. Lead Origin_Lead Add Form,
   2. Total Time Spent on Website,
   3. Last Activity_SMS Sent

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?

   The variable having higher coefficients contribute more to the log odds. Among the dummy variables in our, the top 3 having higher value of coefficient are,
   1. Lead Origin_Lead Add Form,
   2. Last Activity_Unsubscribed,
   3. Lead Source_Facebook.
   Therefore they should be most focused.

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.

   - Leads have a good chance of conversion if they are from sources like Facebook or Olark Chat. Interns should be trained to convince the leads especially from Olark chat because, in general people use Olark chat of various EdTech Websites to get the basic idea of the courses offered. There might be a chance of preferring other websites.
   - Total time spent on the website and Lead add form significantly contributes. So It is good to cluster the leads based on the total time spent on the website and focus on the one's spending more time, so that it would be easy to get a conversion.
   - It is also good to focus on the customers who did not click "Do Not Email" in the form as they might have the potential to get converted on receiving the adequate information and guidance.
   - Based on the above criterion it is good to give the target number of lead conversions to each intern.

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.

- Do not make calls to the people who are new to the website. Provide all the necessary answers to their queries possible by creating a FAQ section.
- It is better to communicate with new customers through email, Olark Chat etc,.