

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
 - **Top three variables:-**
Do Not Email : Negative contribution.
Total Time Spent on Website : Positive contribution.
Lead Origin_Lead Add Form : Positive contribution.

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?
 - **Top 3 categorical/dummy variables:-**
Lead Origin_Lead Add Form
Lead Source_Welingak Website
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.
 - A person who is **spending more time on website** can be contacted, since he might be interested in course, maybe want to collect as much as information possible from the website to get his/ her doubts cleared.
 - A person with origin as “**Add Form**” can be contacted to get him/ her converted.
 - **Working professional** need to be contacted as much as possible since for them, the course might be affordable and might be interested towards industry learning.

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.
 - It’s fine if we don’t contact to people who mentioned occupation as “**Others**”, since, students and unemployed people might be there in this category.
 - We can have a check on customer’s exact **pages visit**, sometimes he/ she might be only visiting the pages for informational purpose.