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

* Lead Source
* Last Activity
* Total Time Spent on Website

1. 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?

* Lead Source
* Last Activity
* Last Notable Activity

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.

* Based on the model, all those customers who are fitting into the criteria and are potential hot leads, details of these leads should be assigned and divided among the interns for frequent follow-up. Target of the interns could be on individual conversion of 80% - 90% so that we can finally achieve the desired outcome.
* One of the most important factors of conversion is the time spent by customer on the website. Hence, website can be modified to make it easier to use and interactive which might lead to more conversions.
* Company should use Olark Chat services more as the highest conversions can be seen from that source

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.

* During this period, sales team can focus more on customer behaviour and try to make necessary system changes so that they can capture more data points through which they can get more insights on customer conversion.
* Market study is also very important to understand the customer demands. So Sales team can spend some time to understand market and needs of the customers so that they can increase their portfolio for offering details to the customers\
* Also, sales team can also monitor around what time of the year the sales are highest and around that time they can come up with some discounts/ offers/ coupons/ referrals scheme to increase their sales