1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
   - Lead Origin
   - What is your current occupation
   - Lead Source

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?
   - Lead Origin _ Add Form
   - What is your current occupation _ Working Professional
   - Notable Activity _ Email Link Clicked

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. Hence, during this phase, they wish to make the lead conversion more aggressive. Therefore, 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.
   This model is built on :
   - Total Time Spent on Website
   - Lead Origin _ Lead Add Form
   - Lead Source _ Olark Chat
   - Do Not Email _ Yes
   - Last Activity _ Converted to Lead
   - Last Activity _ Email Bounced
   - Last Activity _ Olark Chat Conversation
   - Last Activity _ Page Visited on Website
   - What is your current occupation _ Working Professional
   - Last Notable Activity _ Email Link Clicked
   - Last Notable Activity _ Email Opened
   - Last Notable Activity _ Modified
   - Last Notable Activity _ Olark Chat Conversation

From this:
   - Total Time Spent on Website
   - Lead Origin _ Lead Add Form
   - Lead Source _ Olark Chat
   - What is your current occupation _ Working Professional are positive coefficients.

So for increasing the conversion rate so that all the predicted customers to be 1 my model is converted, the focus should be to the following

• Target leads that spend a lot of time on X-Education site (Total Time Spent on Website)

• Target Working Professionals over other occupations.

• Work with Lead Origin via Lead Add Form • Improve interactions in Olark Chat.

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.

    The variables
    - Do Not Email _ Yes
    - Last Activity _ Converted to Lead
    - Last Activity _ Email Bounced
    - Last Activity _ Olark Chat Conversation
    - Last Activity _ Page Visited on Website
    - Last Notable Activity _ Email Link Clicked
    - Last Notable Activity _ Email Opened
    - Last Notable Activity _ Modified
    - Last Notable Activity _ Olark Chat Conversation are negative coefficients.

    The strategy can be

    • Leave customers who opted not to be send emails about the course.

    • Leave customers whose last activity or last noticeable activity is related to email like email opening, email bounce and clicked link in email.