Q1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?

Answer:
Three important variables are:
- **What is your current occupation_Working**
- **Lead Origin**
- **Lead Source**

Q2 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?

Answer:
Lead Origin_Lead Add Form
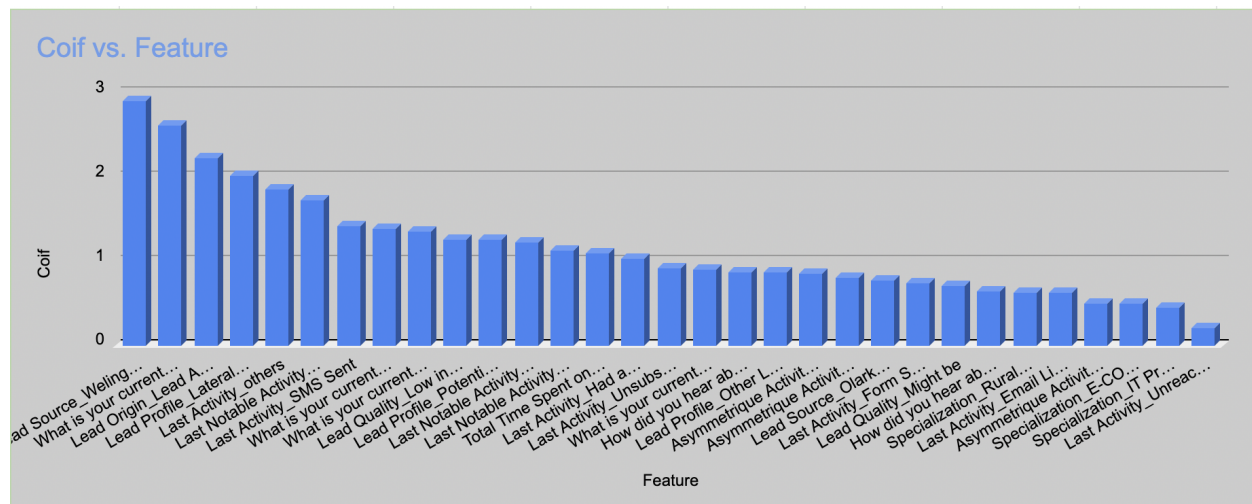**What is your current occupation_Working Professional**
Lead Source_Welingak Website

Q3 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 many of such people as possible. Suggest a good strategy they should employ at this stage.**

Answer:
Call people basis on the following features which contribute maximum to convert the lead.
The features are in descending order.

Feature	Coif
Lead Source_Welingak Website	2.9059
What is your current occupation_Working Professional	2.6055
Lead Origin_Lead Add Form	2.2286

Lead Profile_Lateral Student	2.0143
Last Activity_others	1.8571
Last Notable Activity_Had a Phone Conversation	1.7253
Last Activity_SMS Sent	1.4225
What is your current occupation_Student	1.3859
What is your current occupation_Other	1.344
Lead Quality_Low in Relevance	1.2531
Lead Profile_Potential Lead	1.2459
Last Notable Activity_Unreachable	1.2262
Last Notable Activity_others	1.1185
Total Time Spent on Website	1.0864
Last Activity_Had a Phone Conversation	1.0326
Last Activity_Unsubscribed	0.9201
What is your current occupation_Unemployed	0.9054
How did you hear about X Education_Email	0.8666
Lead Profile_Other Leads	0.8609
Asymmetrique Activity Score	0.8539
Asymmetrique Activity Index_03.Low	0.8016
Lead Source_Olark Chat	0.7722
Last Activity_Form Submitted on Website	0.7346
Lead Quality_Might be	0.7079
How did you hear about X Education_Social Media	0.638
Specialization_Rural and Agribusiness	0.623
Last Activity_Email Link Clicked	0.6166
Asymmetrique Activity Index_02.Medium	0.4945
Specialization_E-COMMERCE	0.4906
Specialization_IT Projects Management	0.4492
Last Activity_Unreachable	0.2072
Last Notable Activity_Olark Chat Conversation	-0.4579
Lead Origin_Landing Page Submission	-0.6378
Asymmetrique Profile Index_02.Medium	-0.6398
Specialization_Hospitality Management	-0.7264
Asymmetrique Profile Index_03.Low	-0.7959
Last Notable Activity_Modified	-0.8591
How did you hear about X Education_SMS	-0.9412
Do Not Email	-1.1058
Lead Quality_Not Sure	-1.1219

Last Activity_Olark Chat Conversation	-1.2087
Last Notable Activity_Email Link Clicked	-1.2274
Lead Quality_Worst	-3.0024

Q4 Similarly, at times, the company reaches its target 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.

Answer:

The team should call people who have the following features.

1. **Leads with Lead Source as Welingak Website.**
2. **Current occupation as Working Professional or Student**
3. **Leads with Lead Origin as Lead Add Form**
4. **Leads with Lead Profile as Lateral Student, Potential Lead**
5. **Last Notable Activity as Had a Phone Conversation**
6. **Leads where last SMS Sent or Had a Phone Conversation**
7. **Lead Quality as Low in Relevance**
8. **Total Time Spent on the Website is the highest**