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

* Total quantity of inputs
* Increased platform visits overall increase the chances that a lead will become a client.

2. Total Time Spent on Website

Positive contribution

* + - The probability of that a lead will become a client increases with the amount of time they spend on the web site.
    - Sales team should focus on such leads

3. Lead Source

* It is the important feature which should be focus

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?
   1. Lead Origin\_Lead Add Form
   2. Lead Source\_Olark Chat
   3. Last Activity\_Had a Phone Conversation
2. 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.
   1. Creating a model while taking into account all the necessary factors duration of stay, number of visits and lead source.
   2. Send frequent messages and phone calls them in an effort to get to know them better. Ask about their past, discuss their issues, and have look at their financial situation.
   3. Prove them that this platform/course will help them building their career and finally convert them.
3. 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.
   1. Keep from focusing on jobless leads. It’s possible that they don’t have adequate funds for the course
   2. You shouldn't focus on the students because they are already in school and won't want to start a course early in their tenure that is specifically meant for working professionals.