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

   Ans: "Lead Origin", "What is your current occupation" and "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?**

   Ans: "Lead Origin_Lead Add Form", "What is your current occupation_Working Professional" and "Last 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 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.**

   Ans: The 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" and "Last Notable Activity_Olark Chat Conversation". From this "Total Time Spent on Website","Lead Origin_Lead Add Form","Lead Source_Olark Chat" and "What is your current occupation_Working Professional" are having positive coefficients. So for increasing the conversion rate so that all the predicted customers to be 1 , 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.**

   Ans: 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 having negative coefficients and hence the strategy can be,

- Exclude customers who opted not to be send emails about the course.
- Exclude customers whose last activity or last noticeable activity is related to email like email opening, email bounce and clicked link in email.