

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

- Lead Origin
- Total Time spent on website
- What is your current occupation

**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 - Lead Add Form
- What is your current occupation - Working Professional
- Lead Source - Olark Chat

**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. 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.**

- Marketing team should focus more on "working professionals" as they are more likely to get converted.
- Marketing team should focus more on leads that spent time on website as they are more likely to get converted.
- Marketing team should focus more on leads coming from Olark Chat as they are more likely to get converted.
- Marketing team should skip calls to the leads who chose the option "Do not Email" as "yes" as they are not likely to get converted.
- Marketing team should skip calls to the leads that have the Lead Origin as "Landing Page Submission" as they are not likely to get converted.

**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.**

- Marketing team should focus more on Olark Chat as they are more likely to get converted.
- Emails are good options but marketing team needs to skip leads who chose the option "Do not Email" as "yes" as they are not likely to get converted
- Using the Chat-bot version of Olark chat will be a good solution.