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

Below are the top 3 variables:

* Occupation\_Working Professional
* Last Activity\_Had a PhoneConversation
* Lead Origin\_Lead Add Form

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?**

Same as above as all of them are categorical variables.

* Occupation\_Working Professional
* Last Activity\_Had a PhoneConversation
* Lead Origin\_Lead Add Form

1. **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.**

* Focus on working professional and who spent good amount of time on website.
* Focus on calling Leads who are having phonic conversation as they might be interested more than the leads who are sending SMS for enquiries etc.
* Also, the leads whose origin is through add form.
* The probability cut-off taken now is 0.4 and can be reduced so that the interns can connect to more leads and increase their chances of converting.

1. **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.**

* Do not call unemployed leads as they might be not having enough money to spend behind courses. Students were also seen to show a low conversion rate and can be considered in a later phase.
* Do not call the leads who are unreachable and have unsubscribed.
* The probability cut-off can be increased to make sure only the leads very much likely to convert are contacted. This will make increase the efficacy of the process.