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

Below are the variables that contribute more to towards the probability of lead getting converted in my model

1.Lead Origin_Lead Add Form
2.Lead Source_Welingak Website
3.Last Activity_Had a Phone Conversation

We focus on the above three aspects which will help us get a positive out come , it also makes more sense that increasing the budget for Add Form , increasing phone conversation for possible hot leads will definetely boost our lead conversion rate

There are some negative features as well like

1.What is your current occupation_Student
2.What is your current occupation_Unemployed
3.Last Activity_Email Bounced

Where we can focus on tailoring some courses for these 2 segments to increase our lead conversion and make it more affordable , and we also need to filter out leads where there is invalid email given , or which is not registered with domain , as these might be random emails input by the user.

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?**

According to our analysis , below are the prominent categorical variables

1.Last Activity_Had a Phone Conversation
2.Lead Source_Welingak Website
3.Lead Origin_Lead Add Form

We focus on these features so that we can achieve high conversion rate

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.**

The best strategy would be to filter out the target audience falling under the below strategy points , as they have very less chance of getting converted .

1.Last Activity_Email Bounced
2.What is your current occupation_Student
3.What is your current occupation_Unemployed

Filter out users which have not given proper mail id , and who are students or Unemployed as they would not be able to afford the courses at current price structure . Try to focus on traffic coming in from Ads, working professionals , and try to keep in touch with the users over phone , so that you can achieve better lead conversion as well

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 minimise the rate of useless phone calls. Suggest a strategy they should employ at this stage.**

The company can invest its time on on boarding new courses which can be used to target unemployed and students , as the company is underperforming in these segments . Try to brain storm on designing ads which they can use to reach out to wider audience . Add more specialisations to the courses , as people are more interested in specialisations.