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

   A: The top three variables in your model which contribute most towards the probability of a lead getting converted are :
   i) Total time spent on website
   ii) Total visits
   iii) Lead source with elements google

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?

   A: The top 3 categorical/dummy variables in the model to increase the probability of lead conversion are:
   i) Lead source with elements google
   ii) Lead source with elements direct traffic
   iii) Lead source with elements organic search

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.

   A: We can consider reaching out to people in phone calls if:
   i) If they spend a lot of time on website and the website interface is attracting them.
   ii) Specifically if they are working professionals, we can try reaching them repeatedly
   iii) If they have communicated through SMS or Olark Chat Conversation.
   iv) Creative notifications to attract them to websites more often , thus, turning the lead.

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.

   A: In this condition, they can generate notifications, emails and SMS to reach out to the interested prospects. Also, very new way of sharing advertisements over various platforms making them getting sticked to our platform and giving them value based course insight through advertisements. This will help us in converting the lead who is genuinely interested in buying the course.