

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
 - Total Visits
 - Higher the number of Total Visits to platform, higher the probability of the lead converting into a customer
 - Total Time Spent on Website
 - Higher the Total time spent on the website, higher the probability of the lead converting into a customer
 - 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?
 - Lead Origin_Lead Add Form
 - Lead Source_Olark Chat
 - Last Activity_SMS Sent
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.
 - As we have seen, Total Time Spent on Website is a major factor contributing to the increase in the probability of a lead getting converted. Hence,
 - Target leads that spend a lot of time on X-Education website.
 - Also, Total Visits is a prime factor to be considered, hence,
 - Target leads that repeatedly visit the site.
 - Phone calls can also be done in case if:
 - Their last activity is through SMS or 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.
 - In this case, other methods can be used such as reaching out via SMS or emails.
 - It's better not to focus on unemployed leads as they might not have the capital to spend on the course. Also, students can be avoided as they might not invest in another course considering they are already studying.