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

A: These are the top three variables in the model which contribute most towards probability of a lead getting converted;
- Do Not Email
- Total Time Spent on Website
- Lead Origin_Landing Page Submission

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: These are the top three dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion;
- Lead Origin_Landing Page Submission
- Lead Source_Olark Chat
- Lead Source_Reference

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: Phone call must be done to people;
- Who keep coming back to the website
- Based on the time spent by the person on the website
- Based on the activities performed by the person (exploring more features of the website)
- Who provide all the details necessary and meet the eligibility criteria

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 these conditions methods like automated robot assistance, automated mails and calls can be implemented in order to increase the sales and reach of the company. These techniques can be used with extremely potential customers