

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
 - a. Lead Source (Welingak Website)
 - b. Last Notable Activity (SMS Sent)
 - c. What is your current occupation (Working Professional)
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. Lead Source_Welingak Website
 - b. Lead Source_Reference
 - c. Last Notable 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.
 - a. The phone calls must be targeted to prospective people who meet the following criteria:
 - i. Target working professionals
 - ii. People visiting (or leads from) the Welingak Website.
 - iii. Follow up with people to whom SMS has been sent.
 - iv. People who spend time on website
 - v. Phone leads from references, and Olark chat.
 - vi. Follow up with people with whom the company has already had a telephone conversation.
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. Focus on improving the quality of chat on Olark as this has a negative effect on conversion.
 - b. Develop strategies for starting new courses as some candidates are not converted because they are interested in other courses.