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

**Answer**: Based on the coefficient values, the following are the top three variables that contribute most towards the probability of a lead getting converted :

1. Total Time Spent on Website
2. Total Visits
3. Lead Source with elements Google

1. 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?

**Answer**: The top 3 categorical/dummy variables to increase the probability of lead conversion are:

1. Lead Source with elements Google, direct traffic, organic search and Welingak website
2. Lead Origin is from Lead Add Form
3. Current Occupation as working professional
4. 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.

**Answer:** The sales team should focus on the leads -

* having lead origin - lead add form, occupation - Working Professional, Lead source - Wellingak website
* who spends a lot of time on the website
* which are hot (identified as 'Customers having a lead score above 35)

1. 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.

**Answer:** They can focus more on other methods like automated emails and SMS unless it is an emergency. Also, focusing more on the customers that have a very high chance of conversion probability.