

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
 - Total Time Spent on Website
 - Lead Origin Lead Add Form
 - Lead Source Welingak Website
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?
 - Last activity SMS
 - Lead origin lead add form
 - Last notable activity Olark chat
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.
 - People sending more than average time in the website needs to be approached and counseled through phone
 - Landing page submissions should be approached
 - SMS or email about the various courses offered to those leads
 - Leads should be checked for their specialization to guide them through courses
 - HR and marketing have good conversion rate.
 - References seems to have a promising conversion. People being referred can be approached.
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.
 - Bulk mails or SMS which redirects people to the website can be helpful
 - Page submission form consisting all basic details can be suggested to people if they are interested in enrolling for the course
 - Those leads can be approached through mail about the courses
 - References should be messaged about the courses and further selection procedures.