1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
   Ans:
   1. Lead Origin_Lead Add Form:
    - Positive contribution.
    - The Lead add form will help you in identifying potential leads so focus on this category.
    - Lead add form has higher number of lead conversion rate so you can improve and learn from here that might help you in improving other categories.

   2. Current Occupation_Unemployed:
    - Negative contribution.
    - Unemployed has highest number of conversions by count but conversion rate is low so focus on increasing the conversion rate on unemployed as it is obvious that unemployed will be most interested in getting a new job by learning something new.

   3. Current Occupation_Others:
    - Negative contribution.
    - Others include 'Student', 'Housewife' and 'Businessmen' so focus on them more, try to increase their conversion score to more than 0.35 which are potential customers.

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?
   Ans:
   1. Lead Source_Olark Chat
   2. Last Notable Activity_Modified
   3. Specialization_Not specified

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.
   Ans:
   1. Target leads that spend most of the time on website i.e. Total time spend should be more.
   2. Try to target people who has lead source of Olark chat they show higher probability of getting converted.
   3. Target people who are unemployed as they tend to accept the course with greater chances. Try giving them some offers.
   4. Target people who has last activity of email opened, SMS sent as they have large count by numbers.
   5. Try focusing more on lead add form when they get through Lead origin phase as they have higher lead conversion rate.

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.

   Ans:

   1. In such case you can opt for SMS or email sent as this will eventually not force you to make calls but at least the customer is kept in touch.

   2. You can also avoid calling students as they are already studying and chances of them getting converted are less.