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

A. Tags_Will revert after reading the email

   Lead_source_Welingak Website

   Total Time Spent on 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?

A. Lead_source_Welingak Website

   Lead_source_Welingak Website

   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. The interns should look after few attributes such as Referrals, Time spent on website by the lead, Total visits of the lead, whether the lead is a working professional or whether the graduation status is still in progress, Lead_source_Welingak Website.

   These provide a view of the lead and interns should aggressively nurture the candidiates who satisfy the above categories.
   When these conditions are taken into consideration and the candidates who fall under these categories are nurtured well while they are still hot, we can convert them as customers.

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. Last_Activity Email Bounced, Page Views Per Visit

The above columns have negative coefficient with respect to target variable which is conversion status of the candidiate.
As the value of these attributes increases, the lead score of the candidate reduces and hence that will have an negative impact on the conversion status.

Hence, the team making phone calls can look after these attributes and take a decision based on that which will help in minimizing the rate of useless phone calls.