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

The top three variables that contribute most towards the probability of a lead getting converted:

* Lead Origin\_Lead Add Form
* What is your current occupation\_Working Professional
* Lead Source\_Welingak Website

1. What are the top 3 categorical/dummy variables in the model which should be focused on to increase the probability of lead conversion?

The top three dummy variables that should be focused on are:

* Lead Origin
* What is your current occupation
* Lead Source

1. 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.

The interns and the sales team should focus on the variables that have the highest probability of being converted. This includes focusing on:

* Leads gathered from the Welingak website
* Leads that come from working professionals
* Leads that were generated after the user filled out the add form

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.

In such a situation, the sales team should:

* Focus on sending referral emails to already existing customers.
* Send automated emails and messages to existing leads that have a high chance of getting converted into a successful lead.
* Run targeted marketing campaigns that provide discounts and other incentives to people who have a high probability of being converted into a successful lead.