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

Ans : The top 3 variables which contribute most are
   1. time_on_website – High Time spent on site higher the probability.
   2. course_selection_reason
   3. Occupation

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 : There are some dummy variables with high P values that can be dropped to improve the model.
   1. Lead Source_Other Social Sites
   2. Specialization_Services Excellence
   3. Lead Origin_Landing Page Submission

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 should spend more time on web site.
   2. Students can be approached, but they will have a lower probability of converting due to the course being industry based.
   3. They must be working professionals.
   4. Leads that have come from the reference will have more chances to convert.

4. Similarly, at times, the company reaches its target a quarter before the deadline. During this time, the company wants the sales team to also focus on some new work. 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. They need to focus more on other methods like automated emails and SMS. This way calling won't be required.
   2. The above strategy can be used but with customers that have a very high chance of buying the course.