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

* Tag source
* Last activity
* Lead quality

1. 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?

* Lead Source\_Social Media
* Lead Source\_Reference
* Lead Source\_Olark Chat

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.

* Leads which come though reference have high chance of conversion so it should be target aggressively.
* Total time spent on website should be target aggressively.
* Page views per visit should be targeted aggressively.

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.

* Sales team should not focus on the lead tagged as student and unemployed
* Sales team can avoid certain leads from specialization which has low conversion ratio