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

Below are the top three variables contributing the model to predict the probability of leads getting converted.

1. Total Time Spent on Website
2. What is your current occupation
3. Lead Origin

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?**

Below are the top three categorical dummy variables contributing the model to predict the probability of leads getting converted.

1. What is your current occupation\_working professional
2. Lead Origin\_lead add form
3. Lead Source\_welingak website
4. **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.**

We can as the interns to start doing the below thing to convert the leads to paid customers.

* Making frequent calls to the leads who are all predicted as 1 and scheduling the follow up calls with them.
* Sending SMS alerts to the students with offers and promotions.
* Sending emails to the leads with the newly launched course details and offers the they can have.
* Sending the updates with latest big things happening in the market that related to the courses that the students reached in the webpage.

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.**

* We can increase the cutoff value to 0.7 or 0.8 and get the predictions. So, that we can focus the people who are having higher probability of conversion without doing much effort.
* If we send the emails and SMS with curriculum details, offers and new courses to these leads, we can get conversions with minimal effort.