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

> The top variables that contribute towards the result are:

- Total Time Spent on Website
- Lead Source with elements Google
- Total Visits

Q. 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?

>Top 3 Categorical/Dummy variables to increase probability are:

- Lead Source with elements google
- Lead Source with elements direct traffic
- Lead Source with elements organic search

Q. 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.

> They should contact the leads if the following is happening:
They spend a lot of time on the website,
this can be done by making the site interesting and bringing them back to the website.
They visit the site frequently
Their last activity was via mail or Olark chat
They are working Professionals

Q. 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 this case, they should focus on other methods like automated emails and newsletters so th at you don't have to call unless it's an emergency. The above strategy can be used, but only fo r the customers who are most likely to purchase the course.