1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
   Ans. The following are the variables that contribute towards the resulting
   a. Total Time Spent on Website
   b. Total Visits
   c. Lead Source_Olark Chat

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. Top 3 Category that increases the probability are as:
   a. Lead Source_Google
   b. Lead Source_Direct Traffic
   c. Lead Source_Organic Search

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.
   Phone calls, cold-calling can be done to the following people.
   a. Spending lots of time in website. Website can be very interactive and user-friendly.
   b. They are coming back to the website repeatedly.
   c. We can target to the working professionals
   d. SMS and Olark chart conversation are their last activity.
   e. Coming through referrals.

4. 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.
   Ans.
   a. They can focus more on automated emails ans SMS.
   b. Also, target to MNCs organization for a corporate voucher on the courses.