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

A. The top three variables that contributed in the model are:

   i. Welingak Website
   ii. Reference
   iii. Working Professional

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?

   i. .Lead Source_Reference
   ii. Last Activity_SMS Sent
   iii. Lead Source_Olark Chat.

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.

A. Phone calls can be done for the following cases,

   - Target leads that spend a lot of time on X-Education site (Welingak Website). Making website more interactive makes the students to visit again and may get converted to lead.
   - Getting in touch with referred ones may also lead to good conversion rate.
   - Contacting the working professionals, SMS or Clark Chat conversation.

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.

A. In order to minimize the less important phone calls we may implement sending the sms and or automated emails. So calling calling will not be required unless it is an emergency. This can be used for those who have a high chance of buying or enrolling the course.