

1. **Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?**
 - Lead Origin_Lead Add Form
 - What is your current occupation_Working Professional
 - Total Time Spent on Website
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?**
 - What is your current occupation_Working Professional
 - Lead Origin_Lead Add Form
 - Page Views Per Visit_Page_Views_Per_Visit_5_6
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.**
 - If they wish to make the lead conversion more aggressive and challenging, they can call customers who have opted for “Do not Email” as even after opting out of mail we can see they have a little chance of getting converted.
 - Secondly, they should focus on generating leads from references as they are more likely to convert and have the highest conversion rate.
 - For Customers who said that they will respond after reading the email, the intern team should call such leads and constantly check if they have any doubts regarding the course.
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.**
 - In such a scenario, the company can minimize its useless phone calls by calling customers with Lead Score greater than 80.
 - Company should not focus on customers who are currently Unemployed as they might not have enough funds for buying a course and customers who are students as the course is designed especially for industry professionals.
 - To minimize calling, company can still reach their customer with the help of automated messages or emails.