1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
2. **Total Time Spent on Website**
   1. Positive Contribution
   2. Higher time spend on website, higher probability of conversion.
   3. Sales team should focus of such leads it will help them to increase in conversion rate.
3. **Lead Origin\_Lead Add Form**
   1. Positive Contribution
   2. Sales team should focus of such leads it will help them to increase in conversion rate.
4. **What is your current occupation\_Working Professional**
   1. Positive Contribution
   2. Sale Team should focus on working professional who want to upgrade their skills as they are having money to pay for courses.

These are the top three variable in this model which contribute most towards the probability of a lead getting converted.

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?
   * **Lead Origin\_Lead Add Form**
   * **Last Notable Activity\_Had a Phone Conversation**
   * **What is your current occupation\_Working Professional**
2. 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.

* Target leads that spend more time on X Education site.
* Target leads that repeatedly visit the site (Page Views Per Visit). However they might be repeatedly visiting to compare courses from the other sites, as the number of visits might be for that reason. So the interns should be a bit more aggressive and should ensure competitive points where X-Education is better, are strongly highlighted.
* Target leads are that whose currently occupation is as Working Professional as they are having money for upgrade their skill.

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.
   * Does not focus on low probability lead which are predicted as 0.
   * Do not focus on unemployed lead, They might not have budget to purchase the course.
   * Do not focus on lead who spent less time on the company website.