1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
    Ans - Total Time Spent on Website , Lead Origin_Lead Add Form , 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 -

    Lead Origin_Lead Add Form   Lead Source_Olark Chat   Lead Source_Welingak Website

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 - The call must be done to people if:
    - Spend lot of time on website
    - They are coming back on website
    - The last activity is through from SMS or Olark
    - They are working Professionals

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 – In this condition company need to focus on sending email and SMS like an automated way to reach protentional customer , Don't call unless it's emergency