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

The top three variables in our model which contribute most towards the probability of a lead getting converted are:

* + The total time spend on the website
  + Total number of visits
  + Lead source is Google

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?**

The top three categorical/dummy variable in the model which should be focused the most on in order to increase the probability of lead conversion are:

* + Lead source in google
  + Lead source in Direct Traffic
  + Lead source in organic search

1. **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.**

Some of the strategies they should follow are:

* + They should call the users who spent a lot of time in the website
  + Should call the ones who daily log in to the website daily or repeatedly
  + Should contact the working professionals as much as possible.

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.**

Strategies to minimize the rate of useless phone calls is that they need to concentrate more on automated mails. This option is better where calling can be done only if it is necessary.