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

Ans. The top variable which contributed the most are:
- o Lead Source(Google and Direct traffic generates maximum number of leads)
- o Total Time Spent on Website
- o Total Visits

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. The top 3 categorical/dummy variables in the model are 'Lead Source', 'Lead Quality' and 'City'.

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. As per the model, phone calls should be done to people basis:
- Time spent on the website showing that people interested in any course and thus bringing them back to the site.
- Basis number of visits made in the website repeatedly.
- Basis last activity is through SMS or through Olark chat conversation
- if they are working professionals or unemployed and want to upskill.

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 such scenario, company can focus on auto generated mails and sms, as a way to avoid calling unless required. However when found a person interested calls can be made.