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

   ```
   The 3 variable that contributed most are:
      a. Current Occupation: Working Professional, Unemployeed,
         Student, Others
      b. Lead Origin: if they have filled Lead Add Form
      c. Lead Source: Welingak Website, 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?

   ```
   For the lead ,
      a. it is important to capture the current occupation,
         knowing that fact we can try to change the pitch for
         the leads
      b. Lead Origin: If they have filled the Lead Add form ,
         or have connected through the Olark chat
      c. Also check if they are spending more time in the site,
         have sent SMS or have opened the email
   ```

3. X Education has a period of 2 months every year during which they hire some interns. The sales team 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: Leads who have
      a. Spent a lot of time on the website, May be they are
         interested but want to know more information about the
         program, they discuss about the program they are
         interested in with their colleges or seniors
      b. They already had a have sent SMS, opened email , htye
         are interested in the Program, may be a phone
         conversion to resolve their doubts
      c. Check if they are The management sector as pitching
         them can cause more conversion
   ```

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:
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    a. We can send SMS with any information, May be can ask
       to update their Specialization/Occupation in SMS
       /email link
    b. And if they submit the details, then it means that
       they are interested in the course and then can call
       them to answer any quires that they have
```