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

Ans: Lead Source, Last Activity, what is your current Occupation has contributed most towards the leads conversion.

2. What are the top 3 categorical/dummy variables in the model which should be focused the most on to increase the probability of lead conversion?

Ans: 1) Lead Source: Welingak website with coefficient **5.59**

    2) Lead Source: Reference with coefficient **3.75**

    3) Last Notable activity: had a phone conversation with coefficient **2.75**

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 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.

1. Sales team needs to monitor website traffic by providing lucrative offers to customers who are either employed or working professionals who have looked for some specific courses.
2. Further people who come by 'Reference' should be given some discount to increase their footprints as this category has highest conversion among all.
3. Website should be easily navigable with least effort to browse courses along with the added benefits for opting those as well. This could be more helpful for unemployed leads to have a better perspective.
4. Finally, they need to keep a check upon people who have provide their correct contact details and people who have opened the of emails sent by sales team. They will be most likely to get converted.

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: They should work upon making their survey form more interactive and less cumbersome to get most feedback. As there are classes in few variables which has higher conversion but we couldn't be able to make any assumptions as they don't have any details associated with them. Further they could also automate their marketing strategy by sending weekly reminders to their potential leads instead of direct persuasion.