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

Ans. The top 3 variables from the model are:
  ➢ Lead Source
  ➢ What is your current occupation
  ➢ Last Activity

On calculating the feature importance from the coefficients, details below:

Features from the model	Feature importance
Lead Source_Welingak Website	100
Lead Source_Reference	62.74
What is your current occupation_Working Professional	50.37
Lead Source_Olark Chat	25.74
Last Activity_SMS Sent	25.62
Total Time Spent on Website	20.45
Last Activity_Unreachable	16.82
Last Activity_Email Opened	8.1
Lead Source_Direct Traffic	-6.96
Last Activity_Converted to Lead	-13.96
Last Activity_Olark Chat Conversation	-23.23
Last Activity_Email Bounced	-27.42

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_Welingak Website
     ➢ Lead Source_Reference
     ➢ What is your current occupation_Working Professional

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 company should target the leads who spent "more time on the Website" since they are more likely to get converted.

- ➢ The company should make calls to the leads coming from the lead sources – "Welingak Websites, Reference & Olark Chat" as these are more likely to get converted.
- ➢ The company should reach out to the leads who are "Working Professionals" since they have more chances of conversions.
- ➢ The company should make calls to the leads who have last activity as "Email Opened, SMS Sent & Unreachable".

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.
- ➢ The company can avoid making calls to the leads coming from "Direct Traffic" since it has very less chances of conversion.
- ➢ The company can completely avoid making calls to the leads who have last activity as "Converted to Lead, Email Bounced & Olark Chat Conversation".
- ➢ They can solely focus on the features with high importance:
  - Lead Source_Welingak Website
  - Lead Source_Reference
  - What is your current occupation_Working Professional