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

- Total Time Spent on Website:

Positive contribution -Higher the time spent on the website, higher the probability of the lead converting into a customer

- Lead Source_Reference:

Positive contribution-If the source of the lead is a Reference, then there is a higher probability that the lead would convert.

- What is your current occupation_Student:

 Negative contribution-If the lead is already a student, chances are they will not take up another course which is designed for working professionals.

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?

- Lead Source_Reference
- Lead Source_Social Media
- Lead Source_Olark Chat

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.
    A good stratergy will be:
- To focus on wider set of lead audience
- Technically we can generate this new set of leads by altering the value of cutoff so as to include more leads as the hot leads from our model
- Doing so,we will be better utilizing resources and improving chance of converting  a lead whose lead conversion probability might be low as well.

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.

- Do not focus on unemployed leads.They might not have budget to spend for the course
- Do not focus on students,since they are students they would not be willing to enroll into course.