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

   The top three variables in the model which contribute most towards the probability of a lead getting converted are :-

   -> TotalVisits
   -> Lead Origin_Lead Add Form
   -> Total Time Spent on Website

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?

   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 are as :-

   -> Lead Origin_Lead Add Form
   -> Last Activity_Had a Phone Conversation
   -> Lead Source_Welingak Website/ 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.

   Target prospective customers who spend a significant amount of time on X-Education site (Total Time Spent on Website).

   It is therefore possible that these visits might be for the purpose of comparing courses from various sites that's why they may be visiting many times. Therefore, interns should be more assertive and strongly emphasize competitive points where X-Education is better.

   Target leads acquired through References as they have higher tendency to convert

   However students may not highly convert since this program is industry-based. Nevertheless, it can also push them to be ready for the industry at least by graduation.

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.

   Focus less on unemployed leads. They may not have a budget to invest in the course. Do not focus on students since they are already students and would not be willing to join early in their career, a course designed for working professionals