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

   Answer: The top 3 features contributing towards a lead conversion:
   1. Total Time Spent on website : Positive Correlation
   2. Lead Origin from form : Positive Correlation
   3. Do not Email : Negative Correlation

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?

   Answer: Top 3 categorical Variables are:
   1. Form for lead origin
   2. Olark Chat from lead Source
   3. Olark Chat Conversation from Last Activity

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.

   Answer: The team should contact people
    1.who are currently unemployed and have or had some specialization.
    2.They should keep active on Olark Chat as target people who are active there.
    3. They should focus on people spending more time on the website and also making
        more visits.
    4.People who have chosen to be updated on email should also be focused on.

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.

   Answer: Even if the company wants to cut down on the calls, they need to maintain connection channels for advertisement and feedback,
   1. Olark Chat seems to be a very useful platform to do so
   2. SMS's sending also seems to be a good plan.
   3. People can be kept in touch via email also.
   4. Targeted ads can be shown to unemployed people from specialized industries