

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
 ➔ **Do Not Call, Lead Source_Others, What matters most to you in choosing a course_Others** contribute most towards lead conversion.

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?
 ➔ **What matters most to you in choosing a course, Lead Source and Last Activity** should be focused the most on in order to increase the probability of lead conversion.

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.
 ➔ The strategy to employ at this stage would be to target **the working professionals** more as they have a rather higher rate of conversion as compared to the other occupations
 ➔ The other strategy should be to focus more on **clients having last activity as Olark chat conversation** as they have resulted positively in conversion.

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.
 ➔ The strategy to employ at this time would be to rather emphasize on other communication methods. The best method would be to rather emphasize on the various lead sources such as advertising through the means of various sites such as Google, Olark chat, Welinkak website and also target the customers who spend a high amount of time on the website by giving out various offers to the users exclusively spending a lot of time on the website by the means of personalized mails and SMS