

1. **Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?**
 - Lead Origin_Lead Add Form:
Whether the lead was identified via the add form portal (Yes/No)
 - Last Activity_SMS Sent
Whether the customer initiated any discussion / query via SMS (Yes/No)
 - 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?**
 - Lead Origin_Lead Add Form
Whether the lead was identified via the add form portal (Yes/No)
 - Last Activity_SMS Sent
Whether the customer initiated any discussion / query via SMS (Yes/No)
 - Lead Source_Olark Chat
Whether the customer used chat-based services (Yes/No)
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.**

In this Period of 2 months they can use the Model which we have built using the Logistic regression to predict the lead score and get the list of customers who are predicted as 1 by the model. After getting this list of customers, the following strategy can be followed:

- If the customer has added the form, has sent SMS and has spent more time on website then priority should be given to that customer as the probability of that customer getting converted as lead will be more.
- If the Customer has done any of the two combination of three variables (Lead Origin_Lead Add Form, Last Activity_SMS Sent, Total Time Spent on Website) then the second priority should be given to that customer.
- If the Customer has done any of the three activity, then the third priority should be given to that customer.

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.**

During this period Company can concentrate more on following points:

- Improving User Experience:
 - a. Make the website comprehensive with regards to the information pertaining to the courses offered
 - b. Make the website easy to browse
- Sending mail alerts:
 - a. Periodically informing the users about any new program offerings
 - b. Rolling out Discount vouchers from time to time
- Collect More Information: In the data given most of the important columns have missing values (Country, current occupation, specialization) which could have been useful from the business point of view.