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
* Lead Source-Welingak Website
* What is your current occupation - Working Professional

1. 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
* Lead Source-Welingak Website
* What is your current occupation: Working Professional

1. 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.

Following strategy can be considered:

* 1. Lead origin which has “Lead Add Form” are having highest conversion rate from the past records
  2. Noticeable customers with Leas source: Welingak Website are high chances of conversion
  3. Customer who had answered “Working professional” for “what is your current occupation” can be reached
  4. Customer with their last notable activity as “SMS sent” can be reached as record shows the high conversion rate for this category.
  5. Customers who have spent gradually spent maximum time on website are more likely to be converted as leads

1. 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.

* Contacting the customers via email will ensure that the high specificity will be achieved as those customers are mostly to be converted also improving the threshold value from current value 0.4 would help in achieving.