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

Total Time Spent on Website':

* Positive contribution
* The more time spent on the website, the higher the likelihood that the lead will be converted into a customer
* The sales team should focus on such leads

Lead Source\_Reference:

* Positive contribution
* If the source of the lead is a reference, then there is a higher likelihood that the lead will convert, as referrals offer not only cashback but also assurances from current users and friends, most of whom are trustworthy
* the sales team should focus on such leads

'What is your current occupation\_Student':

* Negative post
* If the lead is already a student, they are unlikely to take another course designed for working professionals.
* The sales team should not focus on such leads

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 Source\_Reference
* Lead Source\_Social Media
* Lead Source\_Olark Chat

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.  
     
   - Target leads who spend a lot of time on the X-Education website (Total Time Spent on Website)

* Target leads who visit the website repeatedly (Page Views Per Visit). However, they may be visiting the website repeatedly to compare courses from other websites, as the number of visits could be for this reason. Therefore, interns should be a bit more aggressive and ensure that the points where X-Education is better are clearly highlighted.
* Target leads that have come through referrals, as these have a higher likelihood of conversion
* Students can also target students, but they are less likely to graduate as the course is industry related. However, this can also be a motivating factor to ensure they are ready for the industry by the time they complete their education

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.

* Do not focus on unemployed leads. They may not have a budget to spend on the course
* Do not focus on students because they are already studying and would not be willing to enroll in a course designed specifically for working professionals so early in the year