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

Ans. Following below are the top three variables which contribute most towards the probability of lead getting converted :

* Lead Origin\_Lead Add Form
* What is your current occupation\_Working Professional
* Last Activity\_SMS Sent

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?**

Ans: Following below are 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
* What is your current occupation\_Working Professional
* Last Activity\_SMS Sent

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.**

Ans : Phone calls must be done to people if:

* They spend lot of time on the website
* Lead origin from Add form or Import
* They are seen coming back to the website repeatedly
* Their last activity is through SMS , Email
* Their source with Olark chat or welingak website
* They are working professionals

Not to give more importance on the below Categorical variables. Because these variables have lower chance to get converted :

* Lead origin from Landing page submission and Google
* Lead source from Organic search
* Last activity is Olark chat conversation or Email bounced
* Any specialization is not significant
* City is also least significant

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.**

Ans : In this situation they need to focus more on other methods like Automated mails/Aut response emails and SMS.

This way calling won’t be required unless if its an emergency. This can be used for the customers with very high chance of buying the course. Also company should focus on hot leads. And prioritization can be done on the basis of lead score.