

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
 - **TotalVisits with highest coefficient of 8.2**
 - **Total Time Spent on Website with coefficient of 4.8**
 - **Page Views Per Visit with coefficient of -3.6761**
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_Others with coefficient of 3.3**
 - **What is your current occupation_Working Professional with coefficient of 2.6**
 - **Last Notable Activity_Olark Chat Conversation with coefficient of -1.4**
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.
 - **Target the leads who visits the site a lot.**
 - **Target the leads who spend lots of time on the website.**
 - **Target the leads with Lead Origin ('Lead Add Form','Lead Import','Quick Add Form).**
 - **Target Working professionals.**
 - **Target leads that have come through References as they have a higher probability of converting.**
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.
 - **Do not focus on unemployed leads. They might not have a budget to spend on the course**
 - **Do not focus on students, since they are already studying and would not be willing to enroll into a course specially designed for working professionals, so early in the tenure**