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

**The top three variables which contribute most are:**

* **Total Time Spent on Website**
* **LastNotableActivity\_had a phone conversation**
* **CurrentOccupation\_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?

**Top 3 categorical/dummy variables are:**

* **LastNotableActivity\_had a phone conversation**
* **CurrentOccupation\_working professional**
* **LeadSource\_welingak website**

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.

**The good strategy to employ at this stage is to focus on below variables as they have a good impact on probability of getting the lead converted:**

* **LastNotableActivity\_had a phone conversation**
* **CurrentOccupation\_working professional**
* **LeadSource\_welingak website**
* **LeadOrigin\_lead add form**
* **Total Time Spent on Website**
* **LastActivity\_sms sent**
* **TotalVisits**

**Also, they should focus less on the leads with below categories, as this has lower chances of getting converted:**

* **LeadOrigin\_lead import**
* **Do Not Email**
* **LeadOrigin\_landing page submission**
* **Specialization\_not available**
* **CourseChooseMatterMost\_not available**
* **Specialization\_hospitality management**
* **LastActivity\_olark chat conversation**
* **LastNotableActivity\_modified**

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.

**To avoid unnecessary calls the sales team should only focus on most potential leads which have a high lead score of 90 or more.**