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

   ANS:
   1. Total visits
   2. Total Time Spent on Website
   3. Lead Origin Lead Add Form

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?

   ANS:
   1. What is your current occupation Student
   2. Lead Origin Lead Add Form
   3. Lead Source Olark Chat

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.

   ANS:
   As we have lead conversion data, we also have lead conversion data as well at this stage so what we have to do is, we should focus on that customer who is spending much time on the sites and whose total visits are more, these types of customers are more likely to get converted into leads.

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.

   ANS:
   As Target is already achieved so there is no pressure, so based on their experience, they should analysis of the customer approach, their perspective geolocation etc which will benefits them in future leads.
   By doing so they will not be wasting time on false lead conversion which saves their time and increases leads as well. Which is good for sales team and Ed x too.