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

Ans : The top three variables in the model which contribute most towards the probability of a lead getting converted are as follows :

Sl. #	Variable	Coefficient
1	What is your current occupation_Working Professional	4.16
2	Total Time Spent on Website	3.82
3	Lead Origin_Lead Import	-1.71

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 : The top three categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion are as follows :

Sl. #	Categorical / Dummy Variable	Coefficient	VIF
1	A free copy of Mastering The Interview	-0.8673	1.56
2	Lead Source_Google	-0.7388	1.62
3	Lead Source_Organic Search	-0.6411	1.22

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 : A good strategy would be to make phone calls to the following people –
   a. People who are already working as it is the top predictor.
   b. People who spend more time on the website. So, the website can be made more attractive by adding interesting topics, exciting offers and more.
   c. People who are students or unemployed can also show interest.
   d. The leads having lead score between 40 and 100 have a high chance of getting converted. So, these people should be contacted.

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 : Rate of phone call can be reduced if other methods like automated emails and text messages are deployed. This can be useful in case of the potential leads that have a very high probability of getting converted.
Also, the hot leads with lead score above 90 have a very high chance of getting converted and so they might not be contacted over phone calls.