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

Answer -
- Total Time Spent on Website
- Lead Source
- What is your current occupation

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?***

Answer -
- Lead Source Social Media
- Lead Source Reference
- 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.***

Answer –

- **Total Time Spent on Website(Spend a lot of time on our website):** These folks seem genuinely interested in our offerings.

- **TotalVisits(Visit the site often):** Repeated visits show potential, but some might be comparing us to others. Highlight our unique strengths to convince them!

- **Lead Source Reference(Come through referrals):** People recommended by others are more likely to sign up.

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.*

Answer –

- **Don't have a job:** They may not have the financial means for the course.

- **Are still students:** The course is for working professionals, and students wouldn't need it so early in their studies