1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
   * **Total Time Spent on Website**: Because we saw the more time the customer spends on the website, the high the chance is to get the lead converted
   * **Lead Source:** Important variable which tracks lead source and which get converted
   * **Current\_occupation\_Working Professional**: Helps in understanding the target audience where most leads are converted
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 Source\_Welingak Website**: As total time spent on website gets lead converted we should focus on making webiste more better with the right content and ads.
   * **Lead Source\_Reference**: Customers get attracted by referral which would inevitably generate leads
   * **Current\_occupation\_Working Professional**: As explained above, it will help in identifying target audience and we can build campaigns accordingly
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.
   * Divide leads based on their likelihood using the model
   * Train interns for them to use best selling points
   * Increase phone calls starting from highest probability of lead conversion
   * Use a system to track and manage outreach
   * Create a detailed call schedule to ensure that all high-priority leads are contacted multiple times if necessary
   * Introduce incentives for interns who perform good to make them excel more
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.
   * Use the model to identify target audience.
   * Avoid calling students or unemployed people
   * Sales team to give output about previous calls to enhance model
   * Conduct training for new people on sales teams
   * Utilise personalised emails or phone calls