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

Ans: Following three variables contributes most towards lead conversion.

    Lead Source_Welingak Website

    Lead source_Reference

    What is your current occupation_Working Professional

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: Top three categorical/dummy variables are:

Lead Source_Welingak Website, Lead Source_Reference

What is your current occupation_Working Professional

Last Activity_OtherActivity

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: Interns should make phone calls to the working professional, since the probability of converting working professional is more.

They should also make calls to Leads coming from "Lead Source = Welingak website" and "Lead Source = Reference".

They should also make phone calls to leads where "Last Activity = other activity" and "last activity = SMS Sent"

They should also make calls to leads spent more time on website.

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: Company should select more likely conversion leads and focus on automated way of calling them and sending them email and messages.