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 model which contribute most towards the probability of a lead getting converted are as:-

1. TotalVisits
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:- The top three categorical/dummy variables in model which contribute most towards the probability of a lead getting converted are as

1. Lead Origin_Lead Add Form
2. Last Activity_SMS Sent
3. What is your current occupation_Unemployed

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:- We can make phone calls to following category persons:-

1. Total Visits are high
2. Total Time Spent on Website is high
3.. Last Activity is through SMS
4. Unemployed

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:- Well in this case automated mode of communication can be used such as mail,sms and call need to be make it is necessary only.