

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
  - a. Total Visits
  - b. Total Time Spent on Website
  - c. 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?
  - a. Total Time Spent on Website
  - b. Lead Origin\_Lead Add Form
  - c. What is your current occupation\_Working Professional
  
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.
  - The main focus should be on the people who spent more time on the website as they will be either browsing the courses or comparing it.
  - Should concentrate more on working professionals they have a high chance of picking some courses
  - There should be focus on Lead sources
  
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.
  - Should avoid other classes like students and only concentrate on working professionals
  - Should not contact Last notable\_activity group they have the lowest conversion rate you can save so much time avoiding them.
  - Avoid calling customers who opted for do not email as they seem less interested.