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

a. Lead Origin

b. What is your current occupation

c. Last ActivityVisit'

which contribute most towards the probability of a lead getting converted.

1. **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 Origin ( Lead Add Form)
* What is your current occupation ( Working Professional )
* Last Notable Activity ( SMS Sent )

1. **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.**

They focus on working professionals, and people whose last notable activity is SMS sent.

. Focus on converted leads. Hold question-answer sessions with leads to extract the right information you need about them. Make further inquiries and appointments with the leads to determine their intention and mentality to join online courses.

1. **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.**

They should focus on sms rather than phone call. First, sort out the best prospects from the leads you have generated. 'TotalVisits' , 'Total Time Spent on Website' , 'Page Views Per Visit' which contribute most towards the probability of a lead getting converted. Then, You must keep a list of leads handy so that you can inform them about new courses, services, job offers and future higher studies.