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

- Lead Source_Welingak Website (coeff 5.14),
  This column is regarding the source of the lead. Includes records such as Google, Organic Search, Olark Chat, etc.but Welingak website association has shown highest coeeff of positive 5.14

- What is your current occupation_Working Professional (coeff 3.5)
  This column is regarding occupation of individual like student, working professional, unemployed etc. Working professional has shown highest positive coeff of 3.5

- Lead Source_Reference(coeff 3.2)
  This column is regarding the source of the lead.Shows pos coeff of 3.2

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?

    1. Lead Source_Welingak Website (coeff 5.14), Lead Source_Reference(coeff 3.2),
    2. Last Notable Activity_SMS Sent (coeff 1.5),
    3. What is your current occupation_Student(coeff 1.15)

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: As a good strategy, the sales team can aggressively make phone calls to
- Leads who are working professionals and give little lesser preference to students. Since students are already preoccupied with studies and working professionals are constantly upgrading themselves to stay relevant in career.
- Leads who have tried to get in touch via sms and that's their last notable interaction with sales team should also be aggressively followed up.
- The source of the lead is also very imp and leads from Welingak Website and leads sourced by reference have high possibility of conversion because most probably the referenced candidate must be following the alumni or current student of X Education

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:
   - Under such circumstances, company should avoid making phone calls to leads who are **students or unemployed** because the conversion rate will be low.
   - Similarly, if leads have displayed the Last activity like Not reachable, Email opened, page visited on website and no further action, these signs don't show real genuine interest