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

Answer: 1) TotalVisits
2) Total Time Spent on Website
3) Lead Origin_Lead Add Form

Question-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?

Answer: 1) Lead Origin_Lead Add Form
2) What is your current occupation_Working Professional
3) Lead Source_Welingak Website

Question-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.

Answer: X Education's strategy can be like focus on some variables where there is high chance of converting like 'What is your current occupation_Working Professional', 'Lead Source_Welingak Website' and 'Lead Source_Olark Chat' and do not focus on some variables like 'Page Views Per Visit', 'Do Not Email' and 'Last Notable Activity_Email Link Clicked'.

Question-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.

Answer: During that time when company do not want to make unnecessary calls, they can focus on other mode of communication where there higher chance of conversion like 'Lead Source_Olark Chat' and try to avoid 'Last Notable Activity_Email Link Clicked'