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

   The Top three Variables in the model are:

   1. Total Time Spent on Website
   2. Lead Source_Welingak 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?**

   Top three Categorical features:

   1. Total Time Spent on Website
   2. Lead Source_Welingak Website
   3. Last Activity_Had a Phone Conversation

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 many of such people as possible. Suggest a good strategy they should employ at this stage.**

Strategy:

Step1: Picking the Customers who are classified or predicted as 1
Step 2: Create the Lead score with the Probability by multiplying by 100 and Sorting them in descending order. So that Customers whose Lead Score is higher can be Targeted easily. Taking the range of Lead scores also helps in targeting the Particular Customers. (50 to 100)
Step 3: Sorting can be done on both Lead score and Total time spent on the Website as they are both positively related to the Response feature.

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.**

Strategy:

Step1: Picking the Customers who are classified or predicted as 1.

Step 2: Create the Lead score with the Probability by multiplying by 100 and Sorting them in descending order. So that Customers whose Lead Score is higher can be Targeted easily. Taking the range of Lead scores also helps in targeting the Particular Customers. (90 to 100) may have a stringent rule that phone calls will be going to the right customers who are willing to opt-in.

Step3: Other Sorting like Total time spent, Phone call conversion gives better records of who is willing to take the course.