

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 contributing most towards the probability of lead conversion are

- Total Time Spent on Website
 - The total time spent by the customer on the website.
- Last Activity_SMS Sent
 - Last activity performed by the customer. Includes Email Opened, Olark Chat Conversation, etc.
- TotalVisits
 - The total number of visits made by the customer on the website.

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?

The top three categorical/dummy variables that should be focused on for lead conversion are

- Last Activity_SMS Sent
- Lead Source_Olark Chat
- 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.

- Leverage the Logistic Regression model to identify hot leads who could be converted to course buying customers
- Focus on Leads that
 - Spend more time on the website
 - Visited more pages on the website
 - Responded on SMS
- Target the leads from Olark Chat and Working professionals

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.

- Target those who showed recent interest to the webpage
- Use alternate means of communication like SMS or E-mail or Whatsapp
- Focus leads who are working professionals as they are more likely to purchase the course due to their income potential.