

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
 - Total time spent on websites
 - Lead Origin
 - Lead Source

These 3 variables have the most probability of getting leads converted.

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?
 - Lead Origin - Lead Add Form
 - Lead Source - Direct Traffic
 - Lead Source - Organic Search

These 3 dummy variables in the model increases the probability of getting leads converted.

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.

The phone call to be potential leads can be identified by:

- When the leads spend more time on the website
 - When a lead is unemployed
 - Also a lead who is a working professional can be considered
 - By the last activity of the lead
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.

Some strategies would be:

- Sending emails or SMS
- Increasing advertisements