

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

Feature variables	coefficients
Total Time Spent on Website	4.46
Lead Origin_Lead Add Form	3.44
Current Occupation_Working Professional	2.62

2. What are the top 3 categorical/dummy variables in the model which should be focused the most on to increase the probability of lead conversion?
 - Below are the 3 dummy variables the model should focus on to increase the probability of the lead conversion.

Feature variables	coefficients
Lead Origin_Lead Add Form	3.44
Current Occupation_Working Professional	2.62
Lead Source_Welingak Website	2.54

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.
 - Interns can contribute to the total team capacity, even though they are not permanent employees. Hence, the best strategy would be to assign all the 'Hot Leads' to the seasoned marketing team employees (to ensure maximum lead conversion). The interns can be assigned with those leads for which the lead score is comparatively lower, or not very high; this way, the company can ensure that all the important high potential leads with high lead scores are being attended-to by the experienced staff, and the interns can try to convert atleast some of the low potential leads. This is a win-win situation for all stakeholders; the company can ensure that its seasoned employees are taking care of the hot leads (thereby ensuring optimum lead conversion rate), while the interns get to gain valuable experience. Any lead getting converted by the intern can be considered as a bonus business for the company.

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.
- In this stage, whenever new leads are generated, the company should only focus on the leads with a very high lead score. The company can develop an automated mailer system which will regularly send e-mail updates about the course to the leads with good lead score, provided that the lead had not opted out of receiving e-mails. The content can include success stories of people who have taken up the course in the past and made advancements in their career, how the courses are tailor-made for working professionals, etc. This will also eliminate the need for phone calls to a good extent during the said time period, and may also motivate atleast a few leads to enquire about the course. Also, the company can invest in developing a chatbot application that will help in resolving all the general FAQs that the prospective leads may have.