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

Lead Source_Welingak Website
Lead Source_Reference
What is your current occupation_Working Professional

They have highest coefficient among others. So they contribute the most towards the probability of a lead getting 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?*

Leads coming from source - 'Reference' and 'Welingak Website' has high conversion rate. Leads who are working professionals also have good conversion rate. These 3 variable are likely to increase the probability of lead conversion.

It would seem that the Lead Source plays an important role in scouting for leads that have a higher chance of converting

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.*

- Target leads that spend a lot of time on X-Education site (Total Time Spent on Website)
- Target leads that repeatedly visit the site (Page Views Per Visit). However they might be repeatedly visiting to compare courses from the other sites, as the number of visits might be for that reason. So the interns should be a bit more agressive and should ensure competitive points where X-Education is better, are stringly highlighted.
- Target leads that have come through References as they have a higher probability of converting
- Students can be approached, but they will have a lower probability of converting due to the course being industry based. However, this can also be a motivating factor to ensure industry readiness by the time they complete their education
- The company should not make calls to the leads whose Specialization was "Others" as they are not likely to get converted.
- The company should not make calls to the leads who chose the option of "Do not Email" as "yes" as they are not likely to get converted.

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.*

- Do not focus on unemployed leads. They might not have a budget to spend on the course
- Do not focus on students, since they are already studying and would not be willing to enrol into a course specially designed for working professionals.

They can use other methods like SMS, email to contact the potential leads. And if the lead is showing a good interest called hot leads, then the call can be made to increase the probability more. However the calling person should ensure to highlight the competitive points about how the course that the lead is interested in provided by X-Education is better and worth it.