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

   Answer: The top three variables which will help in contributing most towards the probability of a lead getting converted:
   a. Total Visits
   b. Total time spent on website
   c. What is your current occupation_Working Professional

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?

   Answer: The top three variables which will help in contributing most towards the probability of a lead getting converted:
   a. Lead Origin_Lead Add Form
   b. Lead Source_Olark Chat
   c. 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.

   Answer: A good strategy that can be employed at this stage is to focus on variables like the below as they have a positive coefficient towards the target variable i.e. "Converted":

   a. Total Time Spent on Website
   b. Lead Origin_Lead Add Form
   c. Lead Source_Olark Chat
   d. What is your current occupation_Working Professional

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.

   Answer: The strategies that can be employed at this stage are as follows:
   a. Social Media Marketing to spread awareness regarding the programs offered by X Education
   b. Focusing on the referrals and try to convert them

c. Send blast sms/mails to existing and referred contacts