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

The top 3 variables that contribute to the probability of a lead getting converted are:-
- Lead Origin
- What is your current occupation
- Total Time Spent on Website

Variables	Description
Lead Origin	The origin identifier with which the customer was identified to be a lead. Includes API, Landing Page Submission, etc.
What is your current occupation	Indicates whether the customer is a student, unemployed or employed.
Total Time Spent on Website	The total time spent by the customer on the website.

The higher the time spend on the website the more interested is the customer for taking up the course.
This course is mostly preferred by working professionals since they have a source of income and they want to learn and grow more in the organization in which they are working.

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 3 categorical/dummy variables in the model that should be focused more are:-
- Lead Origin_Lead Add Form
- What is your current occupation_Working Professional
- Lead Origin_Lead Import

Since these variables have a positive coefficient with respect to the target variable and are highly significant. Also theses variables have a low VIF value indicating that the influence of one variable doesn't affect the other variable. They contribute to the lead getting converted (i.e. to hot lead)

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.**

- So they should target the working professionals since based on the model evaluation they are the ones who are most interested in taking up the course.
- Also they should focus on the customers who spend more time on the website browsing the courses and watching the videos for more information.
- They should target the lead origin which landed in this page while filling the add form.

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.**

Once the target is achieved by the company, they can make calls only to the top hot leads (i.e. records having probability close to 1 as predicted by the model). This will result in a very high lead conversion rate. This will lead to less phone calls by the sales team.