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

The top three variables that contribute majorly towards the probability of a lead getting converted are:

* Total time spent on website
* Total number of visits
* Lead sources like google

1. **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 three categorical variables to that should be used to increase the probability of lead conversion are:

* + Lead source with elements google
  + Lead source with elements direct traffic
  + Lead source with elements organic search

1. **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.**

Phone calls should be made to people on the following conditions

* People spend a lot of time on the website. This would happen if the website is more engaging to the target audience
* People come back to the website repeatedly
* Their last activity is through SMS or Olark chat conversations
* If their lead origin is lead add format

1. **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.**

Under these circumstances, the sales team should focus on methods like SMS and automated emails. This ensures that calls are not done unnecessarily. Until or unless it is an emergency, we should not use phone calls. The sales team must make phone calls to the customers who have a high chance of converting. Else, automated emails and messages are enough to engage with them and save phone call costs for the company.