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

* **Tags\_Lost to EINS**
* **Lead Origin\_Landing Page Submission**
* **Tags\_Closed by Horizzon**

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?
2. Top Variables:
   1. **Lead Origin\_Lead Add Form**
   2. **Lead Origin\_Landing Page Submission**
   3. **Total Time Spent on Website**
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.
4. As, we can see that people are more inclined towards website, SMS and Olark chats.

* If people are spending more time on any of the above listed values. We can have them as major leads and contact them.
* If people are Working Professionals
* But if the website is made more interactive then the lead conversion can be increased.

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.
2. The alternative for calls is to opt for non-verbal interaction. The non-verbal interaction can be involved through E-Mails, SMS. From the model we can see that people are more interactive through SMS so this can help us reducing calls.