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

   Based on coefficient values. Top 3 variables are :
   - Total Time Spent on Website (Coefficient: 0.7702)
   - Last Notable Activity_SMS Sent (Coefficient: 1.5660)
   - Last Notable Activity_LessFrequent (Coefficient: 1.1298)

	coef	std err	z	P>|z|	[0.025	0.975]
const	-0.6391	0.109	-5.886	0.000	-0.852	-0.426
Do Not Email	-1.4224	0.168	-8.466	0.000	-1.752	-1.093
Total Time Spent on Website	0.7702	0.034	22.974	0.000	0.705	0.836
Lead Source_Google	-0.2454	0.069	-3.557	0.000	-0.381	-0.110
Lead Source_Olark Chat	0.3105	0.095	3.274	0.001	0.125	0.496
Last Activity_Converted to Lead	-1.3382	0.208	-6.428	0.000	-1.746	-0.930
Last Activity_Email Bounced	-1.4190	0.388	-3.660	0.000	-2.179	-0.659
Last Activity_Email Link Clicked	-1.0321	0.252	-4.095	0.000	-1.526	-0.538
Last Activity_Email Opened	0.1169	0.105	1.117	0.264	-0.088	0.322
Last Activity_Olark Chat Conversation	-1.3765	0.163	-8.428	0.000	-1.697	-1.056
Last Notable Activity_LessFrequent	1.1298	0.236	4.779	0.000	0.666	1.593
Last Notable Activity_Modified	-0.1462	0.095	-1.545	0.122	-0.332	0.039
Last Notable Activity_SMS Sent	1.5660	0.120	13.010	0.000	1.330	1.802

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?**

   Based on coefficient values. Top 3 variables are :

   - Last Notable Activity_SMS Sent (Coefficient: 1.5660)
   - Last Notable Activity_LessFrequent (Coefficient: 1.1298)
   - Lead Source_Olark Chat (Coefficient: 0.3105)

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.**

   Company can follow following strategy:
   - Sort the leads from high to low potential by getting the lead score from the model

- Identify the best slot to make the phone call and make calls to high priority leads during that time only because that time, best response can be expected. For example, time after their office work is done.
- Prepare a follow-up strategy in hot time. Follow up call should not be too early, which will not give customer proper time to think, same time it should not be too late, such that customer forget about the last discussion.
- Have proper co-ordination within intern by documenting MOM of each call, so that when second intern handle the call made the first, it should be smooth, and customer should not explain the call logs again.
- Provide customer with the ability to reach back in case they have more questions.

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.**

   Company can follow the following strategy:
   - Divide the team to focus on main work and manage the bandwidth of interns who can still make phone calls during this period
   - Identify the high potential lead using the model and increase the lead score threshold say 80, so the leads that cross the threshold of 80, only make phone calls to those leads
   - Create a bench mark on follow up strategy, if a customer show certain interest in last call only then go for a follow up