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 contributes in prediction of the probability of a lead getting converted are ***TotalVisits, Total Time Spent on Website,Page Views Per Visit*.**

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 three dummy variables are **Lead Origin, Lead Source, Last Activity.**

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: They should check on people who have visited this page quite often and have also opened the promotional messages through email and SMS. If they have filled the form, then Unemployed people will be more interested in their courses.

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: They can send promotional emails and SMS to potential customers who are looking into such courses, if they have either searched through google or have spent most time in their website.