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

   The three variables that contributed towards the probability of lead getting converted are:

   Total time spent on website
   Page Views per Visit
   TotalVisits

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 variables In the model that helped in focusing the probability of lead conversion are:

   Lead Origin Import
   Last Activity Olark Chat conversation
   Lead source was: a. Google b. Direct traffic c. Organic search d. Olark Chat

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.

   - ✓ The sales team should try contacting the potential leads who has spent an ample amount of time on the website.
   - ✓ The sales team should focus more on the chat conversation rather than the phone call as the probability of people converting into a lead is more over the chat as compared to calls.
   - ✓ Also, the sales team should turn their focus towards the last activity performed by the potential lead converted if it is SMS or not.

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.

   - ✓ In this case, the leads that are to be converted are already converted and at this stage the sales team is not required to call them personally and convince them.
   - ✓ The potential leads that are not converted are not interested in the course.