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

Ans- The top three variables in our model are

* Total visit on website
* Lead source elements from Google
* Total time on website

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?**

Ans- The top 3 categorical/dummy variables in our model increase the probability of lead conversion are

* Leads from organic search
* Leads from google
* Leads from direct traffic

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.**

Ans- Calls can be done to people when

* The lead is a working professional
* The lead is repeatedly coming to the company’s website
* The user interface should be interactive so that the lead would feel engaged through the website
* The lead should be communicated through chat bot or SMS’s

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.**

Ans- After reaching its target for a quarter the company should focus on the leads which have come through email or SMS. Also they should focus on the process which they have used previously and also make changes as per the current requirements.