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

Ans: Top three Variables that contribute towards the probability of a lead getting converted are

- *Lead Origin_Lead Add Form- 3.9856*
- *Total Time Spent on Website- 3.8502*
- *What is your current occupation- Working Professional- 2.9016*

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 3 Categorical variables that needs to be more focused is

- *Lead Origin_Lead Add Form*
- *What is your current occupation_Working Professional*
- *Last Activity_Had a Phone Conversation*

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: ` I would suggest the client to concentrate on all the features which has a positive correlation for example

Total Visits	*1.7062*
Total Time Spent on Website	*3.8502*
Lead Origin_Lead Add Form	*3.9856*
Lead Source_Olark Chat	*1.4822*
Lead Source_Welingak Website	*2.0844*
Last Activity_Had a Phone Conversation	*2.2593*
Last Activity_SMS Sent	*1.3770*
What is your current occupation_Working Professional	*2.9016*

This will allow having more conversions and calling a maximum number of customers.

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. In this case the company has to focus on the top 5 features which will give more conversions in less time.

- **Total Time Spent on Website 3.8502**
- **Lead Origin_Lead Add Form 3.9856**
- **Lead Source_Welingak Website 2.0844**
- **Last Activity_Had a Phone Conversation 2.2593**
- **What is your current occupation_Working Professional 2.9016**