

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
 - a. **Total Visits**
 - b. **Total Time Spent on Website**
 - c. **Lead Source**
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?
 - a. **Lead Origin_Lead Add Form**
 - b. **Lead Source_Olark Chat**
 - c. **Last Activity_Had a Phone Conversation**
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.
 - a. **Keep a tab on the time spent on the website, total visits, etc.**
 - b. **Try to talk to the leads and keep following up with them. Try to understand the concerns or the stoppers and arrange for a counselling session.**
 - c. **Share free courses link and request them to explore to understand the ease of using the platform.**
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.
 - a. **Prioritize the leads based on category. Give low priority to Students, Unemployed.**