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

* ***Total Visits***
* ***Time Spent on Website***
* ***Google (lead source)***

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?

* ***Lead source with google***
* ***Direct traffic***
* ***Organic search***

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.

* ***Call people who spend a lot of their time on website***
* ***Those who are after better career aspirations who are unemployed and are having a job currently***
* ***Also reach for those who are active on SMS and chat conversation***

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.

* ***Emails and SMS can be of a great help for the conversion if not calls and also those people who are available for chat online can also be approached for the better conversion***