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

   Answer:
   - **Total Visits.** Our model shows us that higher visits to the website translates to higher probability of conversion.
   - **Total time spent on website.** Similar to visits, higher the amount of time spent on website, means more conversion chances.
   - **Lead Source.** Our model suggests it is an important feature in prediction.

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?**

   Answer:
   The top three categorical/dummy variables are:
   - Lead Origin_Lead Add Form
   - Lead Source_Olark Chart
   - Tags_Will revert after reading the email

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.**

Answer:
From the model, we could observe that more the time spent on the website, more chance that the lead would get converted to hot lead. Hence, sales team should focus on the leads who has spent more time spending on the website. They should also employ ways to make the leads spend more time on the website and increase the total visits of the leads. Lead origins from the lead add form should be focused for conversion of leads.

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.**

Answer:
During this time, sales team should work on the areas which affects the conversion of the leads. Sales team should focus on the making the leads to provide the city as leads those who haven't provided the city have low chances on conversion. Similarly, lead origin from landing page submission has negative impact on the conversion of hot leads. Hence, the landing page submission of lead origin should be enhanced such that increasing the chances of increasing hot leads.

Further, the company could focus on introducing some new things like Auto response email, so that leads can get immediate response. Introduction of chatbot in the website would increase the total visits which would further enhance the conversion of leads.