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

*The top 3 variables in the model that contribute most towards the probability of a lead being converted are -*

* ***Lead Origin*** *- This variable contributes positively on conversion of the lead for levels in the variable like Lead Add Form and Lead Import.*
* ***Last Activity*** *- This variable contributes positively on conversion of the lead for levels in the variable like Had a Phone Conversation and SMS Sent. However, some levels also contribute negatively like Converted to Lead, Email Bounced and Olark Chat Conversation.*
* ***Lead Source*** *- This variable contributes positively on conversion of the lead for level in the variable of Olark Chat.*

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?**

*The top 3 categorical/dummy variables in the model that should be focused the most on in order to increase the probability of lead conversion are -*

* ***Lead Origin\_Lead Add Form -*** *Has the highest positive coefficient of 4.3855****.***
* ***Last Activity\_Had a Phone Conversation -*** *Has a high positive coefficient of 2.6518*
* ***Lead Origin\_Lead Import*** *- Has the third highest positive coefficient of 1.5291.*

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.**

*The strategy we would suggest the team to employ at this stage would consist of the following dimensions -*

* *The team should target leads which are identified to be originated from Lead Add Form and Lead Import.*
* *Also, the leads that are spending a decent amount of time on the website should also be targeted more.*
* *The leads for whom Lead Source was Olark Chat should be targeted.*

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.**

*The strategy they should employ at this stage is as follows -*

* *The leads for whom last activity was email bounced, converted to lead and olark chat conversation should not be targeted as these have a negative impact on probability to convert.*
* *The leads for whom notable last activity was Modified and Olark Chat Conversation should not be targeted as these have a negative impact on probability to convert.*