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

   Followings are the top three variables that contribute most

   - Lead Source
   - Occupation
   - Last Activity

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?

   Following are top three Categorical/Dummy variables to increase probability according to the model:

   - Lead_Source_Reference
   - Occu_Working Professional
   - Last_Activity_SMS Sent

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.

   Phone calls must be done to people if:

   - Target leads that spend a lot of time on X-Education site (Total Time Spent on Website).
   - Target leads that repeatedly visit the site (Page Views Per Visit). However, they might be repeatedly visiting to compare courses from the other sites, as the number of visits might be for that reason. So, the interns should be a bit more aggressive and should ensure competitive points where X-Education is better, are strongly highlighted.
   - Target leads that have come through References as they have a higher probability of converting.
   - Their last activity is through SMS or through Olark chat conversation.
   - If they are working professionals.

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.

- Do not focus on unemployed leads. They might not have a budget to spend on the course.
- Do not focus on students, since they are already studying and would not be willing to enroll into a course specially designed for working professionals, so early in the tenure.
- Automated Emails and SMS can be used as a alternative in this mentioned situation. This way calling won't be required unless it is an emergency.
- This strategy can be used but for the customers that all having a very high chance of buy the courses.