

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?
 - Time Visits on Website
 - Total Time Spent on Website
 - What is your current occupation_Working Professional
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?
 - Lead Origin_Lead Add Form
 - What is your current occupation_Unemployed
 - 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 Call should be made to “Potential Leads” ,

- Frequent Visit to website
 - Time spent on website is equal to or more than median value
 - As seen from data, most possible leads are either unemployed or working professional looking for transition or better growth.
 - If client has been sent mail/SMS or conversation is progress through Olak Chat.
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.
 - The company can communicate through E-mail or SMS
 - The Company can also communicate Via Chat Box.
 - The company can post important information on Social Media handles.
 - The company can make videos for repetative process(eg filling a form, solving nonacademic doubts) and upload on Youtube